



Group Medicare Insights: Industry news and trends

Trends impacting the future of senior healthcare: Higher demand for high-quality home healthcare

75% of older adults say they want to stay in their homes as they age.¹ Projecting into the future, a growing older adult population will bring greater demand for innovative home health services, including access to new technologies, in-home wellness programs and more.



Here's what to expect:



Technological advances that enhance in-home care

Smart home technologies that promote independence

→ Smart home tech adoption among seniors tripled from **10% in 2019** to **27% in 2024**²

Greater integration of telehealth in home healthcare

→ **43.4%** of adults 65+ used telemedicine compared with **29.4%** of 18-to-29-year-olds, according to one study³

More video consultations and remote patient monitoring

→ The wearable tech for seniors market was valued at \$4.57 million in 2024—this is expected to reach **\$7.98 million by 2033**⁴



Personalized care and a multidisciplinary approach

- In-home care plans addressing seniors' physical, social and emotional needs
- Holistic home health approach using multidisciplinary care teams



In-home wellness programs

- Home visits by physical therapists
- Virtual health coaching and wellness programming

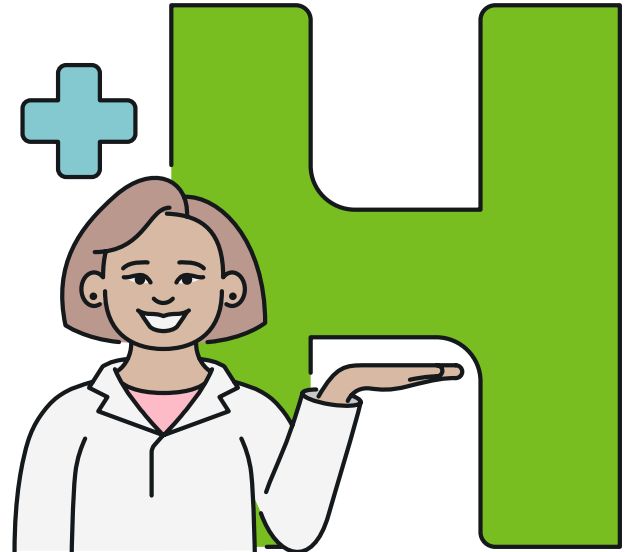
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The Humana response:

Humana serves **350,000+** home health patients annually, providing **8 million** home health visits each year.

Humana's **home health program** covers primary care needs, behavioral health, complex care and disease management.

A licensed physician and/or clinician conducts an **in-home health and well-being assessment** for members.



1. Suzette Lohmeyer, "[Older Adults Want to Age-in-Place, But Many Don't Expect They'll Be Able To](#)," AARP, December 10, 2024, accessed February 18, 2026.
2. Rachid Idali, "[12 Senior Care Trends to Watch in 2026](#)," Rising Trends, January 30, 2026, accessed February 14, 2026.
3. Jacqueline W. Lucas and Maria A. Villarroel, "[Telemedicine Use Among Adults: United States, 2021](#)," CDC National Center for Health Statistics, October 2022, accessed February 14, 2026.
4. [Healthcare and Wearable Technology Devices for the Elderly Market Overview](#), Market Reports World, January 26, 2026, accessed February 14, 2026.

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