



Group Medicare Insights: Industry news and trends

The changing landscape of senior healthcare

With a rapidly expanding older adult population, the role of senior-focused healthcare organizations like Humana will become increasingly vital, both now and into the future.



Humana is well-positioned to meet the challenges ahead, thanks to a near-exclusive focus on senior healthcare. This includes:

- + A value-based approach to care that prioritizes preventive and proactive measures
- + Senior-specific primary care centers that cater to the unique needs of older adults
- + Innovative programs, partnerships and initiatives that go beyond chronic condition management

Here's a look at how the senior healthcare landscape is set to change in the years ahead.

More multimorbidity will boost demand for preventive care

The likelihood of multimorbidity—living with multiple chronic conditions—grows with age. This means that multimorbidity will increasingly become the norm with an aging U.S. population. The potential consequences of this are significant: chronic disease is a leading cause of illness, disability and death in the United States,¹ placing a large burden on the healthcare system.

More incidences of multimorbidity will increase demand for preventive care strategies and a whole-person approach to care that addresses seniors' physical, social and emotional needs.

Humana's value-based care model adopts a whole-person approach that prioritizes preventive, proactive care. The value-based care approach prioritizes quality of care over number of services provided.



Tech-driven home healthcare that supports aging in place

An expanding senior population that prefers to age in place will lead to increased demand for high-quality home health services, including smart home technologies that promote independent living.

Along with the mainstream incorporation of telehealth and virtual services, a holistic home healthcare approach relies on robust, multidisciplinary care teams that include aides, nutritionists, nurses, social workers, therapists, pharmacists and more. An integrated approach enables comprehensive care management, which supports aging in place.

Humana's home healthcare program covers a range of areas, including primary care needs, behavioral health, complex care and disease management. Through Humana's Personal Home Care Services benefit, eligible members have access to a home health aide or professional caregiver who can help with meal preparation in the home. Some Humana plans also include Medical Nutrition Therapy, which helps members manage their chronic health conditions through dietary and lifestyle changes.



More seniors grappling with loneliness and cognitive decline

A growing senior population faces higher rates of cognitive conditions such as dementia, and mental health conditions, like depression. Older adults are also more likely to struggle with social isolation, which has been linked to an increased risk of premature mortality, a higher risk of heart disease and stroke, and a 50% greater risk of dementia.²

Humana's senior-focused model and whole-person care approach integrate mental healthcare, while specific initiatives address members' cognitive health. For example, eligible Humana Medicare Advantage members can access virtual telehealth counseling while CenterWell Senior Primary Care® patients, ages 65 to 84 years old, can receive a screening test that detects early signs of dementia.³



1. Yelena Gorina and Ellen A. Kramarow, "[Chronic Conditions in Adults Age 85 and Older: United States, 2022-2023](#)," National Center for Health Statistics, June 2025, accessed January 25, 2026.
2. "[Social Isolation and Loneliness in Older Adults: Opportunities for the Health Care System](#)," National Academy of Sciences, 2020, accessed January 26, 2026.
3. LinkedIn post by Dr. Sanjay Shett, <https://www.linkedin.com/pulse/physical-play-brain-winwin-seniors-sanjay-shetty-md-moike/>.

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