



Group Medicare Insights: Industry news and trends

The top concerns of organizations in 2026—and how Humana addresses them



Today's business and healthcare landscapes are continuously evolving, and so are the concerns of plan sponsors. These are captured in a recently released report, *The Business Group on Health's 2026 Employer Health Care Strategy Survey*, which takes a deep dive into the most pressing issues of the day. Here's a look at what's top of mind in 2026 and what Humana is doing to address the issues covered in the report.

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Rising healthcare costs

The total health benefit cost per employee is expected to rise 6.5% on average in 2026 even after planned cost-reduction measures, marking the highest increase since 2010.¹ This sharp spike is why organizations cite healthcare costs as a top priority in the year ahead.

+ How Humana helps

Humana promotes cost control through a value-based care (VBC) model and an intensive focus on preventive care. These measures lead to fewer hospital admissions and ER visits while incentivizing healthy habits, which can reduce expensive care needs over the long run. According to Humana's 12th annual value-based care report, an estimated \$12.8 billion was saved by Humana Medicare Advantage (MA) value-based arrangements, representing a 26.3% reduction in medical costs over Original Medicare.²



Optimizing care and driving innovation

Organizational leaders expressed a desire for innovation, improved quality of care and greater value from partners, especially against a background of rising healthcare costs. According to the survey, 82% of organizations cite greater transparency of quality data as being key to improving quality of care, while 79% cite coordination of integrated care teams.

+ How Humana helps

Humana promotes transparency as well as data sharing among different stakeholders through its interoperability initiatives. In addition, a revamped prior authorization process helps improve quality of care thanks to a streamlined approach. Humana's emphasis on innovation is expressed through investments in digital tools and strategic partnerships with technology and healthcare organizations.



Increased use of mental health services

There's been a trend toward higher use of mental health services, making this a cost driver. According to the survey, 17% of organizations anticipate increased usage of mental health services in the future. A spike in utilization of mental health services is leading organizations to seek ways to expand access to high-quality mental healthcare offerings.

+ How Humana helps

Many Humana health plans include mental health benefits. Humana's Group MA plans include outpatient therapy visits, and many plans cover virtual mental health visits. Humana contracts with a range of mental health professionals, including therapists, psychologists and psychiatrists.



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Women's preventive care

In recognition of women's unique health needs, the healthcare strategy survey projects that 58% of organizations will expand preventive care for women in 2026, an increase of 22 percentage points in only two years.³

How Humana helps

Humana MA plans support women's preventive care in a variety of different ways. Plans cover screenings such as mammograms and bone density tests that help detect osteoporosis (a common condition in women over age 50.) Go365 for Humana Healthy Horizons® encourages women to engage in preventive care activities through a rewards program.



Source

[Business Group on Health 2026 Employer Healthcare Strategy Survey](#)

1. [“Employers are bracing for the highest health benefit cost increase in 15 years, a projected 6.5% increase in 2026, according to Mercer,”](#) Business Wire, September 4, 2025, last accessed March 9, 2026.
2. [12th annual value-based care report](#), Humana, last accessed March 9, 2026.
3. [“Business Group on Health Survey: 9% Health Care Cost Increase for 2026,”](#) August 19, 2025, accessed March 18, 2026

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