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key themes for 2025



Bridging the generation gap

Harnessing the power of today's intergenerational workforce is mission-critical to organizational success and well-being.

Unretirement and Boomers' return to the workplace will continue to change workplace demographics for years to come.

As age gaps of 40 to 50 years between colleagues become more common, organizations must help employees find common ground and share their experience-specific insights and skills with one another.

How can employers work to bolster the multigenerational workforce?



Keeping up with the AI revolution

AI has already transformed how organizations function and will continue to drive change in all areas of the workplace.

AI holds the potential to help employers improve productivity and support employees in critical roles, but organizations should carefully plan when and how to use AI.

Organizational leaders face the double challenge of developing internal best practices and ethical guidelines for AI as well as anticipating forthcoming state and federal regulations of the technology.

How can organizations use AI to remain competitive and improve organizational functioning?



Rx reset

Employers are reconsidering their approach to pharmaceutical spending.

PBMs face scrutiny for opaque pricing models and their role in rising pharmaceutical costs.

Employers are reconsidering their PBM relationships and seeking more transparent alternatives.

Biosimilars are emerging as a potential solution, offering lower-cost options to high-priced drugs.

How can employers optimize pharmaceutical spending, and improve their employees' access to medication?



The (ever) rising costs of care

There's no end in sight to rising health care costs. Health care costs remain a significant challenge, driven by inflation, new treatments, and an aging population.

Cost-shifting strategies are growing, with some large employers considering transferring more health care costs to employees.

Employers are seeking solutions such as self-insurance and stop-loss protections to mitigate rising costs.

How can employers keep up with ballooning health care costs?