

4 Trends Driving Innovation in 2026

Colossal cost increases are industry wide. Key factors include soaring expenses from GLP-1 use, a growing multi-chronic U.S. population, a highly-specialized care system, and a surge in high-cost claims. These pressures, though challenging, are sparking innovative solutions for cost-saving impact.

Read more about 2026 trends from MOBE CCO Kurt Cegielski [here](#).

The growing use of GLP-1s and specialty drugs for obesity and related conditions is driving up health care costs and increasing complexity.

INNOVATION: Whole-person, pharmacist-led medication management with individual guidance for safe, sustainable success.

More than half of Americans aged 35–64 live with multiple chronic conditions, leading to complex care needs.¹

INNOVATION: Consolidation and strategic integration of comprehensive, cross-condition solutions that aren't duplicative.

Claims over \$1M have surged 50% in the last year.² However, proactive lifestyle measures can prevent most diseases³ from becoming catastrophic.

INNOVATION: Proactive interventions for individuals with overlapping conditions and rising risk to curb the escalation of expensive episodes.



Growing Multi-Chronic Population



Exploding GLP-1 Use



Disconnected Care and Med Use



Sharp Increase in High-Cost Claims

Provider shortages, care gaps, and reliance on prescriptions amplify the growing need for trust and personalized care.

INNOVATION: Relationship-based models foster continuity, trust, and better outcomes, especially for those with multiple specialists, prescribers, symptoms, and medications.

1. CDC, Trends in Multiple Chronic Conditions... 2. Sunlife, High-cost claims and injectable drug trends analysis
3. American Journal of Health Promotion, Lifestyle as Medicine: The Case for a True Health Initiative