

SURVEY REPORT

Hospice Outlook 2025

The Future of Hospice Care





The Future of Hospice Care in 2025

Hospice providers are navigating a challenging landscape heading into 2025, yet optimism is on the rise as providers focus on growth. Staffing concerns have decreased by 18% compared to 2023, and organizations are preparing to bolster revenue through referrals and organic growth, according to the Hospice Outlook 2025 survey. However, providers are shifting their focus to new challenges associated with the changing regulatory environment and public perception of hospice care's value.

From October 3rd to November 7th, 2024, Hospice News partnered with home-based care EHR leader Homecare Homebase to uncover key trends, challenges and opportunities for the year ahead. The survey highlights how providers are adapting to an evolving operating environment while positioning themselves for success.

Hospice News is proud to share these survey results, offering hospice leaders valuable insights into the industry's trajectory as 2025 unfolds.



Jim Parker
Editor, Hospice News



The 2025 Hospice News Outlook Survey ebook

offers valuable insights into the connections between industry challenges, emerging technologies, and strategies for hospice growth. While increasing M&A activity signals the need for scalable technology solutions, the true emphasis this year lies in care quality, streamlined documentation, and serving individuals and communities in the best ways possible.

New regulatory requirements, like the HOPE assessment tool, are reshaping approaches to care and documentation. At Homecare Homebase, we're eager to support hospices as they adapt and innovate, crafting unique programs to meet the needs of their communities. The hospice benefit is uniquely positioned to deliver holistic, compassionate care to individuals and their families during one of life's most critical times. It's inspiring to think about how these trends will evolve in 2025, and we look forward to helping providers rise to the challenge.



Brandy Sparkman Beierle

Chief Clinical Officer, Homecare Homebase



Executive Summary

Hospice Outlook 2025

Results show the views of 112 professionals who identify as working for organizations that provide hospice services, 64% of whom are c-suite leaders, VPs and directors, each offering an executive outlook on the state of the hospice industry in the year ahead. Thirty-eight percent represent organizations with an average daily census of 300 or more; the majority of which serve only one state. The survey, conducted online, asked about how companies of all sizes are:



Navigating the shifting landscape



Planning to drive growth



Investing in technology

STAFFING SENTIMENT IS ON THE RISE

Though staffing will be a significant pain point in the year ahead, the outlook for 2025 is improving, with staffing concerns down 18% from 2023, consistent with last year's results.

What is the greatest challenge to the hospice industry in 2025? (Choose one)



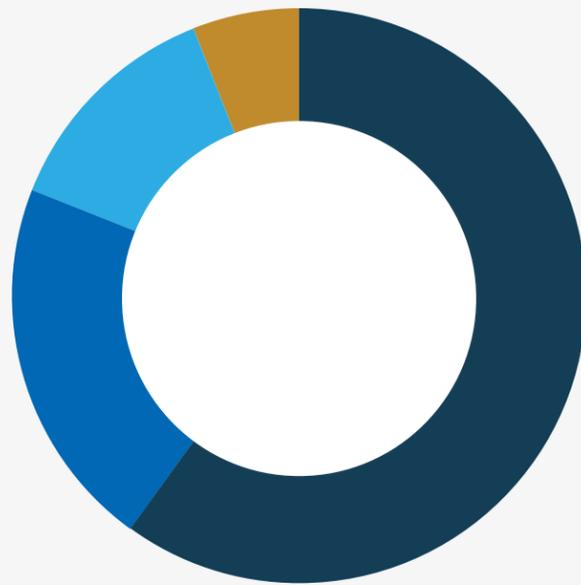
- 35%** Staffing
- 21%** Regulatory changes and oversight
- 16%** Public awareness & education of hospice's value
- 10%** Consolidating/shifting market
- 10%** Changing payment dynamics
- 8%** Health care provider awareness & education of hospice's value



PROVIDERS SEE MULTIPLE AVENUES FOR GROWTH IN THE YEAR AHEAD

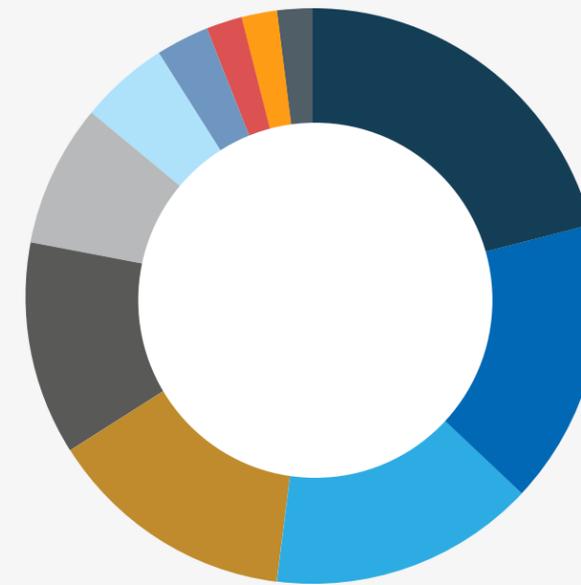
Organic growth remains a top priority for providers, with 60% of respondents focusing on expanding within their existing locations. Referrals from senior living and assisted living facilities, hospital systems, and palliative care programs are also expected to significantly drive growth.

Which growth tactic do you plan to pursue most in 2025?



- 60% Growth of existing locations
- 21% Joint ventures/partnerships
- 13% Opening new locations
- 6% M&A

What will be your largest growth opportunity for referral partnerships in 2025?



- 22% Senior living facilities/assisted living
- 16% Hospital systems
- 15% Palliative care programs
- 14% Physician offices
- 12% Word of mouth
- 8% Skilled nursing facilities
- 4% ACO/MCO
- 3% Home health agencies
- 2% JV partner or sister organization
- 2% Personal care/HCBS
- 2% Other community sources



SERVICE LINE EXPANSION IS A PRIORITY IN 2025

Fifty-six percent of respondents reported they are planning to pursue new care types for the first time in 2025, with palliative care and higher-acuity care in the home among the most pursued care types.

Is your organization planning to pursue any of the following care types for the first time in 2025?
(Check all that apply)



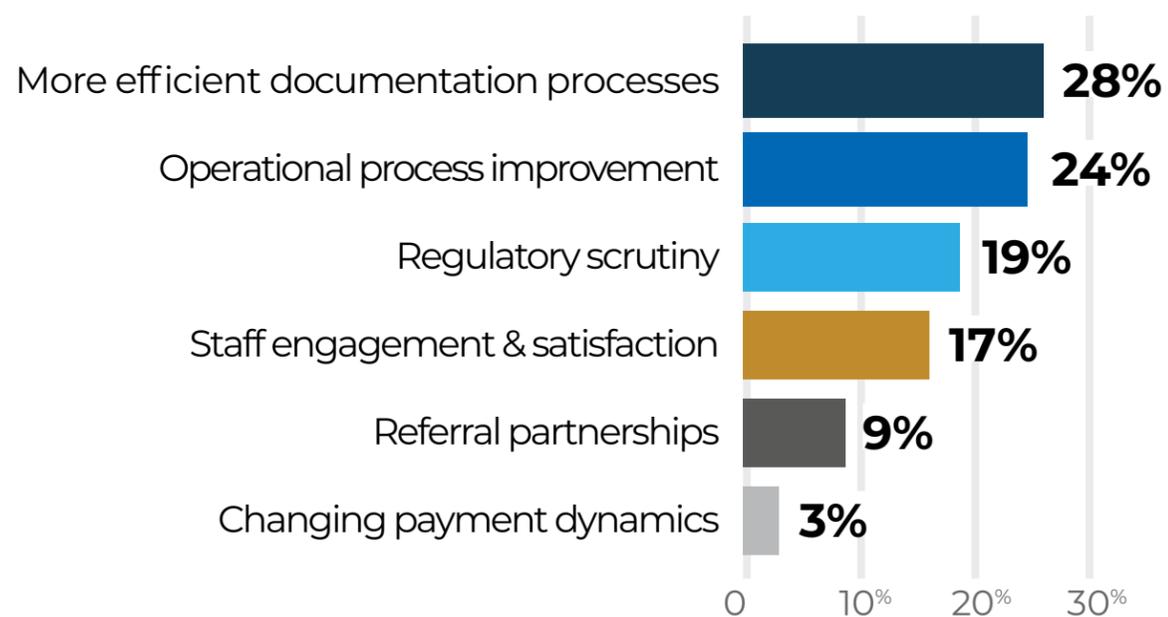
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| 44% None of the above | 9% Home-based primary care | 5% Home health care |
| 26% Palliative care | 8% Advanced care planning | 4% Pediatric care |
| 20% Higher-acuity care in the home | 7% Death doulas | 4% PACE |
| 11% Hospice care | 5% Personal care/HCBS | |



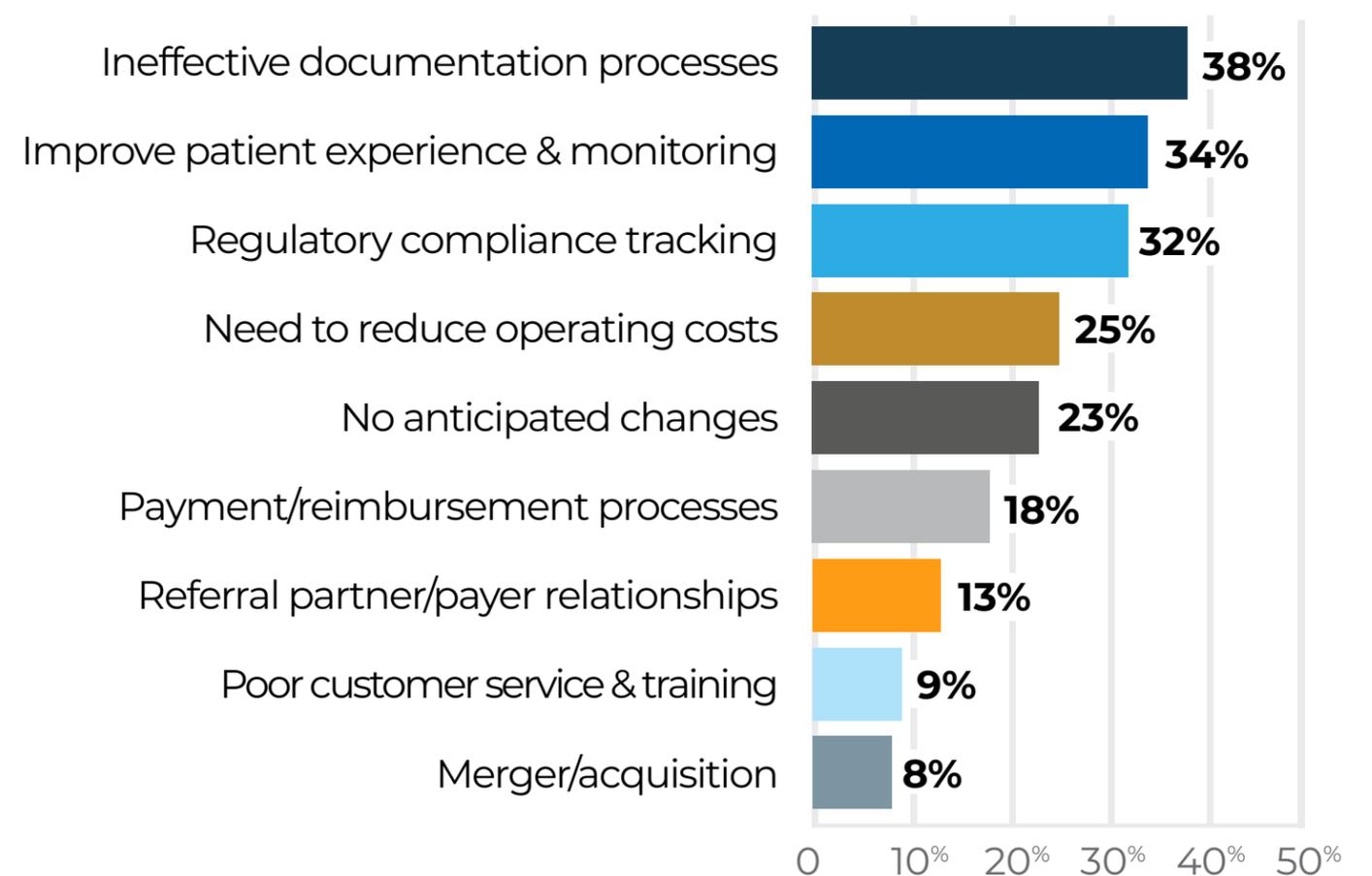
PROVIDERS ARE EMBRACING TECHNOLOGY TO ADDRESS KEY HOSPICE CHALLENGES

Ineffective documentation is the leading business issue driving technology platform changes heading into 2025, followed closely by the need to improve patient experience and monitoring, and regulatory compliance tracking. As a result, providers anticipate that more efficient documentation processes, operational improvements, and regulatory support will be key drivers of technology investments in 2025.

Which business or environmental factor is the primary driver for technology investment in 2025? (Choose one)



Looking ahead to 2025, what business issues, if any, might prompt you to make a change in the technology platform(s) your organization uses? (Check all that apply)

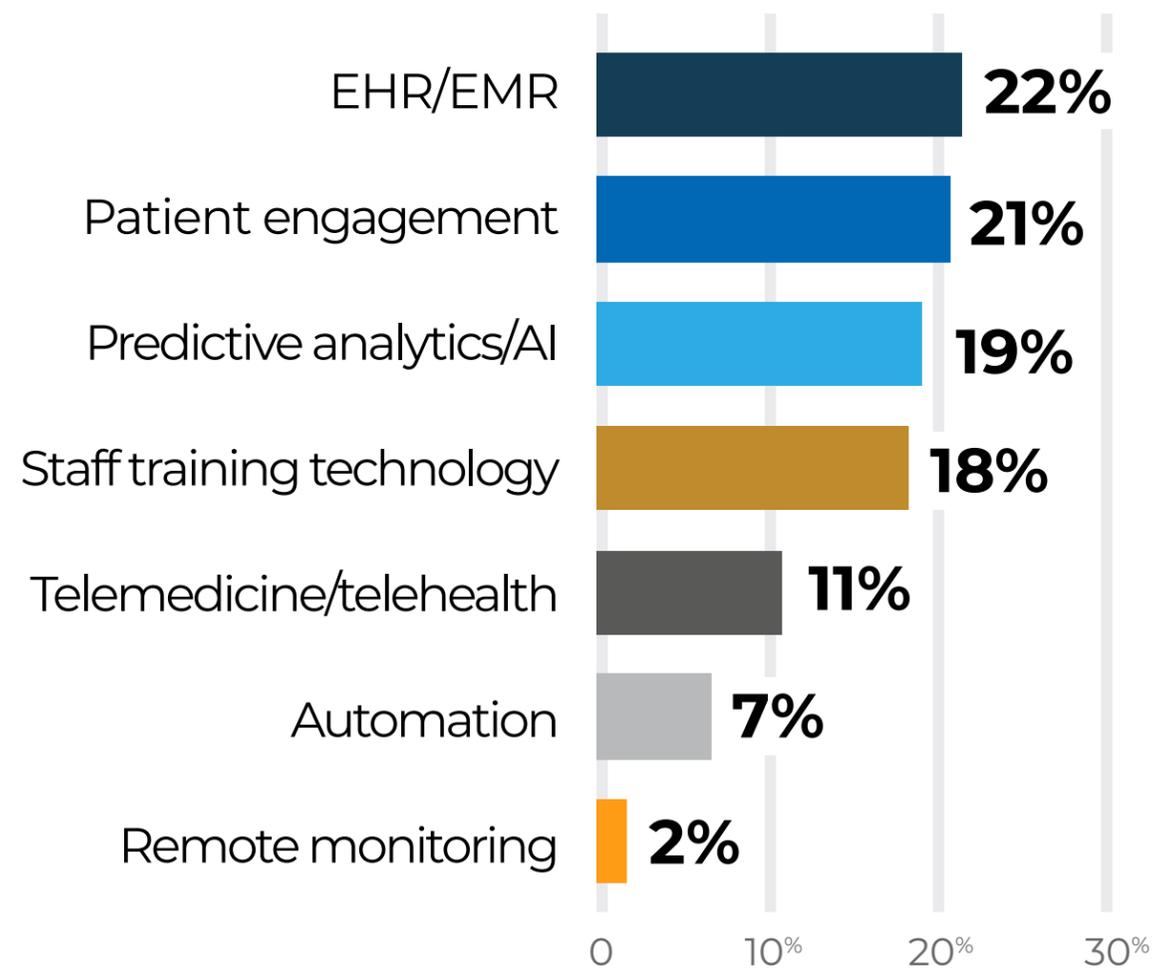




HOME-BASED CARE BUSINESS CHALLENGES DRIVING NEW TECH INVESTMENTS

EHRs/EMRs, patient engagement tools, and predictive analytics/AI are expected to deliver the greatest ROI among new technology investments in the year ahead.

What technology investment will yield the greatest return on investment for your organization in 2025?

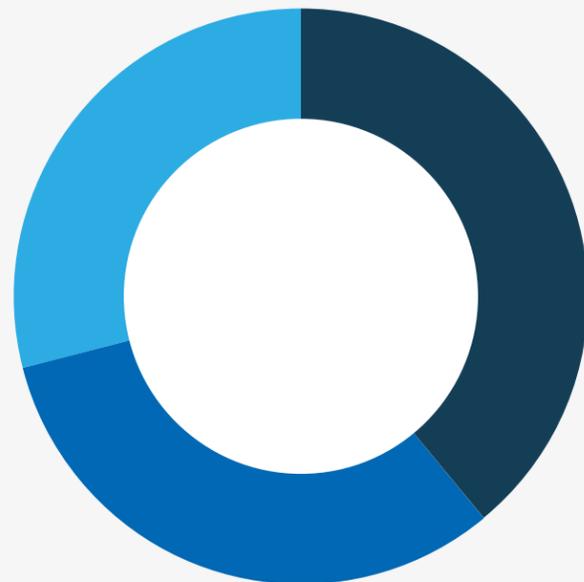




HOSPICE ORGANIZATIONS ARE BULLISH ABOUT THE MARKET HEADING INTO 2025

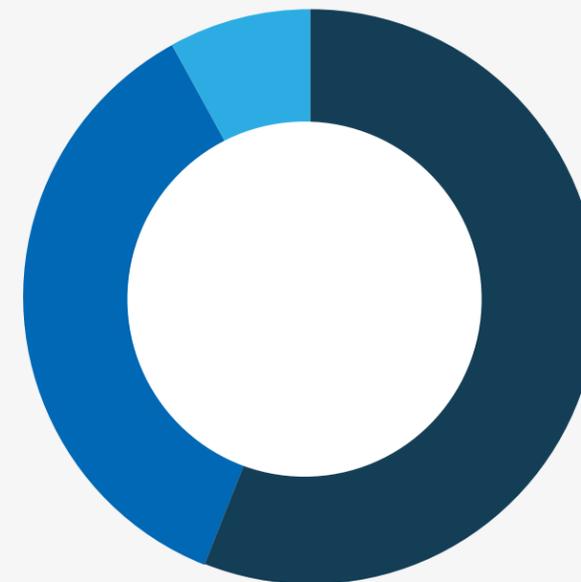
The financial outlook for many providers is positive, with 32% of respondents reporting that margins will go up in 2025 relative to 2024, and 39% predicting margins will stay the same. Additionally, 56% percent believe M&A activity will increase in the year ahead.

How do you expect your organization's margins to change in 2025 relative to 2024?



- 39% Margins will stay the same
- 32% Margins will go up
- 29% Margins will go down

How do you expect the M&A landscape for hospice organizations to change in 2025?



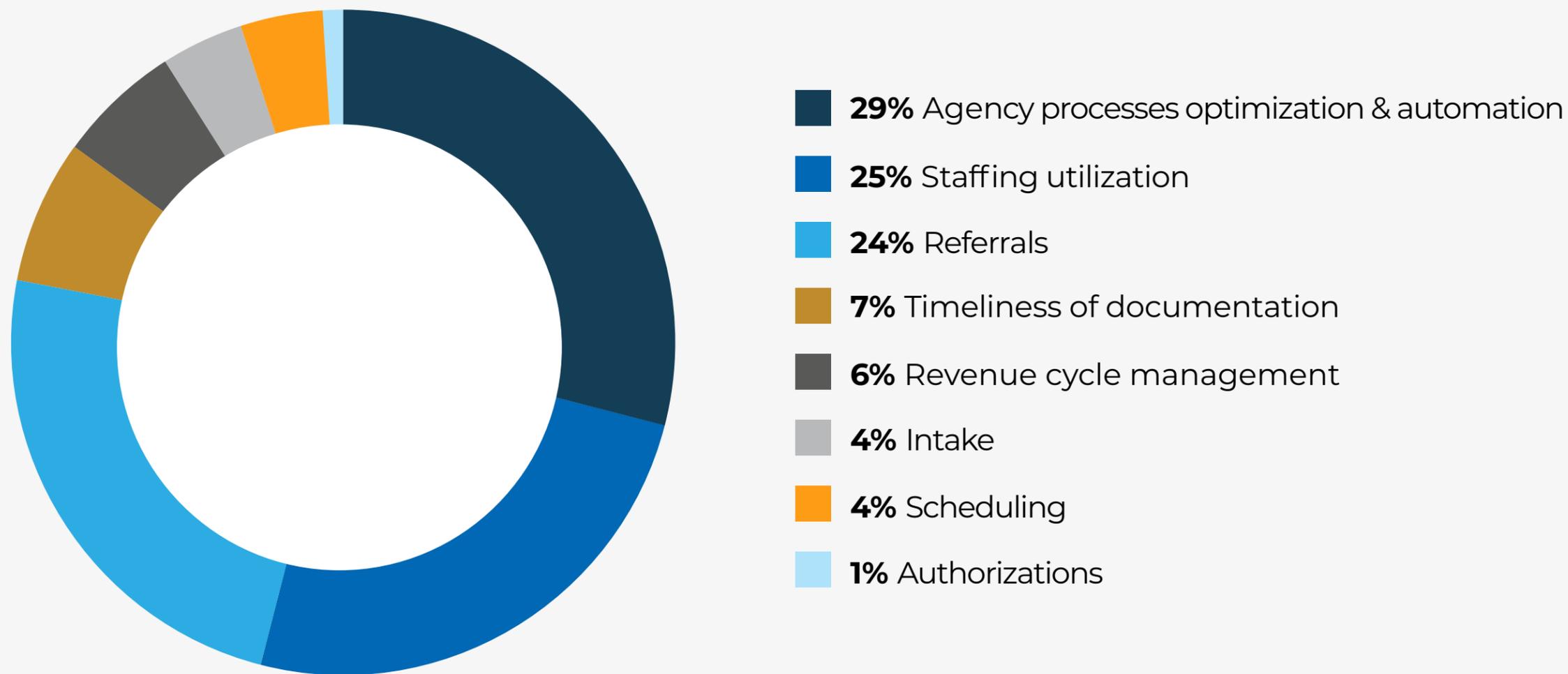
- 56% M&A will increase
- 36% M&A will stay the same
- 8% M&A will decrease



PROVIDERS TARGET EFFICIENCY THROUGH OPTIMIZATION, STAFFING AND REFERRALS

Providers believe their organizations will achieve the greatest business efficiencies in agency processes optimization and automation, staffing utilization, and referrals.

In which of the following areas can your company achieve the greatest business efficiencies in 2025?

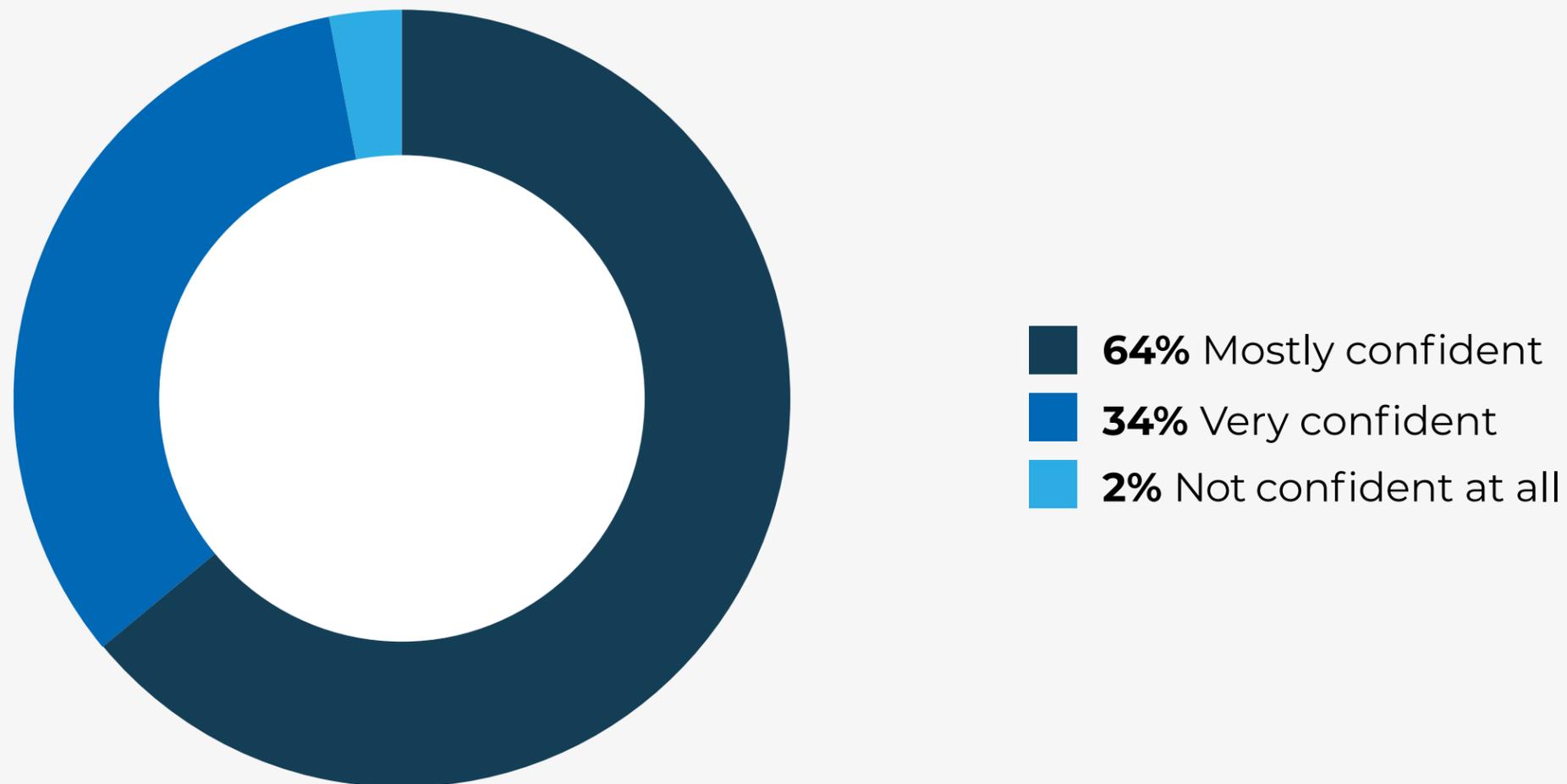




CONFIDENCE IN COMPLIANCE AUDITS LEAVES ROOM FOR IMPROVEMENT

Sixty-four percent of participants are mostly confident entering a compliance audit or survey, while only 34% are very confident.

How confident are you when entering a compliance audit or survey?



CONTACT US

We're happy to hear from readers with questions, comments, concerns and story ideas.

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