

The latest news, views, and announcements



INSIDE

The Future of Virtual Healthcare

by Sandy Wood, CEBS

The Future of Virtual Healthcare

While telehealth has been around for decades, 2020 necessitated that even more care be provided virtually.

But adding mental health visits from home, providing physical therapy online, and collecting health data virtually were just the tip of the iceberg. The future of virtual healthcare is rapidly evolving, driven by advancements in technology, increased patient demand, and a shift toward more accessible and efficient healthcare solutions. Here are some key trends shaping its future:

President's Message

From
Svetlana
Volnycheva

- **AI and Automation in Diagnosis & Treatment** - AI-powered chatbots and virtual assistants will help with preliminary diagnoses, symptom checking, and patient triage. Machine learning models will assist doctors in identifying diseases faster and more accurately, improving early detection of conditions like cancer, diabetes, and cardiovascular diseases.
- **Telemedicine Expansion** - Remote consultations will become even more common, allowing patients to connect with healthcare providers from anywhere. Telepsychiatry, dermatology, and chronic disease management will see continued growth. More insurance companies and governments will support telehealth reimbursements, making it more accessible.
- **Wearable and Health Monitoring** - Smartwatches, fitness trackers, and other medical devices will continuously monitor vital signs, alerting patients and doctors to health issues in real time. Remote patient monitoring will help manage chronic conditions like diabetes, hypertension, and heart disease more effectively.
- **Virtual Reality (VR) & Augmented Reality (AR) in Treatment** - VR will be used for pain management, therapy, and even surgical training. AR will assist doctors in real-time surgeries by overlaying critical patient data and imaging onto their field of view.
- **Blockchain for Secure Health Data Management** - Patient records will be securely stored and accessed via blockchain, ensuring privacy, interoperability, and data integrity. Smart contracts may automate insurance claims and payments.
- **Personalized & Predictive Healthcare** - Genomics and AI will enable highly personalized treatment plans based on an individual's genetic makeup. Predictive analytics will help forecast potential health issues before they become serious, allowing for proactive intervention.
- **Mental Health & Virtual Therapy Growth** - AI-driven therapy apps and virtual mental health support will become more sophisticated. More people will have access to affordable, on-demand mental health services.
- **Hospital at Home & Decentralized Care** - More healthcare services will move from hospitals to the home, reducing strain on medical facilities. Mobile clinics, drone deliveries of medicine, and AI-powered home diagnostics will improve accessibility.

Happenings

Virtual Events,
Happenings,
Congratulations

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Virtual healthcare is set to become more intelligent, personalized, and accessible. With continued innovation and public acceptance, it will play a significant role in the future of global healthcare. High-quality medical services will become available to more people than ever before regardless of whether the person resides in a city, the suburbs, or rural areas. What will be interesting is how quickly each of the key trends above will develop over the next few years.



President's Message

- By Svetlana Volnycheva

Happy New Year PNW Chapter members! I hope this message finds you well. I am honored to introduce myself as the New 2025 PNW Chapter President. I am excited to take on this new role and look forward to working alongside you all to further our shared mission of providing quality education and networking opportunities for our ISCEBS members. I would like to extend a heartfelt thank you to our 2024 President Gail Gentry for her Leadership over the past year.

My primary goals as the 2025 PNW ISCEBS Chapter President are to strengthen our Chapter engagement, foster collaboration with other Chapters, and contribute to the overall growth of the ICEBS organization. I welcome any guidance or insights from our PNW ISCEBS members and look forward to learning from your experience.

As we move into 2025, benefits professionals are facing a rapidly evolving landscape influenced by economic shifts, workforce expectations and emerging technologies. To stay competitive and meet employee needs, HR and Benefits Leaders must balance innovation with compliance, personalization with scalability, and well-being with financial sustainability.

The GBA, RPA and CEBS designations are among the most respected designations in the benefits industry. Whether you earned your CEBS designation many years ago or are just embarking on your CEBS journey, ISCEBS and local Chapter membership is a great way to build your network and access exclusive industry research, webinars, and educational programs to stay current and advance your professional development.

A great way to access educational opportunities is through webinars presented through the PNW ISCEBS chapter and the IS Chapter Webcasts. Watch your email throughout 2025 for information on upcoming sessions. And mark your calendars for the 44rd Annual ISCEBS Symposium to be held Sept. 14th - Sept. 17th in Minneapolis, MN. We hope you'll join us this year at the premier benefits conference, offering professional development and networking with peers in the US and Canada!

I encourage you to join our monthly Chapter Board meetings as a volunteer or a guest (register [here](#)). Reach out any time with ideas or questions. We would love to hear from you!

Happenings

A sampling of webcast offerings

- [2/26/2025](#) - Ensuring Compliance and Mitigating Risk in Retirement Plan Management (IS Chapter Webcast)
- [3/17/2025](#) - Shifting Health & Welfare Benefit Trends (Chicago Chapter webcast)
- [3/26/2025](#) - Fiduciary Process, Plan Design, and Financial Wellness (IS Chapter Webcast)
- [4/1/2025](#) - Lessons Learned from Implementing AI for HR Teams in 2025 (IS Chapter Webcast)

See all ISCEBS events at these links!

- [PNW future events / past webinars](#)
- [US & Canadian Chapter events](#)
[ISCEBS webcasts](#)
- [Chapter Webcast Committee events](#)

We serve many states!

The PNW started expanding years ago to encompass benefits professionals in nearby states who did not have a "member home". Even before COVID we were mostly virtual - running our Board Meetings and holding educational webinars on Zoom. Our Chapter includes those from **AK, AZ, HI, ID, MT, NM, NV, OR, UT, WA, and WY.**

Join us at a Zoom Board meeting

We meet every 2nd Thursday from 10 am - 11 am Pacific Time. It's a great way to meet some awesome people from our very diverse region. Register [here](#). Anyone from one of our PNW states can attend.

Congratulations!



Please join us in congratulating our newest designation holders for a job well done!

GBA: Lara Tapia, AZ
Geoffrey Welsh, WA

CEBS: Angeline Clayson, UT
Ashley Grierson, OR
Stephani Rose, WA