

ARTICLE



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The healthcare sector stands at a pivotal inflection point in 2025. Across the US and in Europe, providers are grappling with a complex mix of macroeconomic pressures, evolving policy landscapes and transformative technological shifts.

While demand for healthcare remains robust and driven by ageing populations, chronic disease prevalence and post-pandemic recovery, the sector faces mounting challenges that threaten operational stability and long-term sustainability. Providers are contending with persistent inflation, rising labour and supply costs, and reimbursement pressures.

In recent years, budget cuts, tighter regulatory frameworks and limits on reimbursement for consultations, treatments and pharmaceuticals have forced hospitals, clinics and private practices to operate on reduced margins.

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