

2021 Guide to Cardiovascular Presentations and Workshops

Topic descriptions and frequently asked questions

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Advisory Board presentations in brief

An opportunity to bring Advisory Board research to your organization

What should I expect from an Advisory Board presentation?

One of our distinguished subject-matter experts will present our latest research and share our key insights with you and your teams.

- Our team of experts are renowned for their deep content knowledge as well as their presentation and facilitation skills. Advisory Board members routinely evaluate presentations as the most important service included with their membership.
- This guide serves as a starting point, but we will work with you to tailor our presentation to meet your unique needs.

When should you use your presentation?

- Organizations typically use our learning experiences for a number of reasons, including to:
 - Accelerate decision-making for a key initiative
 - Create alignment among key stakeholders on strategic priorities
 - Educate and equip their teams to make progress on organization goals
- Organizations often find it valuable to include an Advisory Board presentation in the agenda of an executive-team meeting, as a component of a board retreat, or as part of a broader staff education effort.

Why should you use your presentation in 2021?

- Health care is an industry of constant change. Make sure you and your teams are up to date on the latest market trends, equipped with the tactics needed to succeed, and prepared to execute on key strategic goals.
- Our presentations will help you with all of these issues and more.

80%

Average Net Promoter Score across all
2020 virtual presentations

Make the most of our virtual experiences

Advisory Board is pleased to offer interactive presentations from the convenience of your office or home. Our team of experts has experience facilitating virtual conversations and deploying a variety of tools to deliver a uniquely engaging presentation.

FAQs for your Advisory Board presentation

How do we request a presentation, and what happens next?

This guide details our top areas of focus in 2021. Once you have a top challenge in mind, contact our experts through the [AskAdvisory](#) portal. Our team will guide you through next steps, such as selecting a date and identifying the right expert to present to your organization. Approximately four to eight weeks before your presentation, our education coordinator will set up a planning call for you to speak directly with your presenter regarding the topic you've selected.

How much time should we allot for the presentation?

Most of our presentations are roughly 60 to 120 minutes in length. See the summaries in this document for the suggested length of each presentation.

Can we have multiple presentations in one day?

We typically caution against multiple presentations in one day due to the volume of material covered. We've found that it's difficult for audiences to absorb content from multiple presentations at once. Our members get the most value out of going in-depth on one topic. If you need a facilitator to speak to multiple groups on the same day, we will do our best to accommodate that request.

Who should attend the presentation?

Each of our presentations is tailored to a specific audience. You can find this information listed inside the guide as well as on our website.

Will we receive handouts for our presentation?

Advisory Board has migrated to an electronic format for materials distribution. We will send you the handout and presentation via email before your scheduled session. We welcome you to send copies of the handout to attendees before the presentation or to provide hard copies of the meeting materials.

What physical and/or virtual setup should we provide?

Our experts have presented in a variety of formats, from in-person podium presentations to interactive virtual board rooms and everything in between. You'll work with a designated expert and a coordinator to ensure the right setup and technology is available for your presentation.

Available presentation topics

- Cardiovascular state of the union
- CV ambulatory strategy: non-invasive services
- The CV ASC market landscape
- Envisioning the future of cardiovascular care

Cardiovascular state of the union

Recommended audience

- CV executives
- CV program administrative and physician leadership and their teams
- Strategic planners

Teaching methodology

Didactic presentation with time for Q&A and discussion

Typical length

- 60-90 minutes
- Can be tailored to align with the audience and needs of the event

GOAL

This presentation will equip CV leaders with strategic insights on major trends impacting program strategy in 2021 and beyond

OVERVIEW

In a year when the public and political spotlight was already focused squarely on health care, the Covid-19 pandemic has only fueled the health care market's evolution. Cardiovascular leaders must establish sustainable service line strategies amid transforming payment models, a growing list of new competitors, and innovations in service and care delivery.

This presentation provides an overview of the major market forces impacting the cardiovascular market, providers, and patient care. We'll discuss the implication of each trend on your program strategy, as well as how to proactively plan for success.

LEARNING OBJECTIVES

After attending this session, participants will be able to:

- Interpret the payment and regulatory changes impacting CV services
- Recognize the key dynamics impacting CV demand, including lasting implications of Covid-19 and site-of-care shifts
- Understand the evolution in how purchasers, referrers, and consumers are selecting CV providers
- Define action items for proactively adapting CV service line strategy in light of these major market trends

CV ambulatory strategy: non-invasive services

Recommended audience

- CV executives
- CV program administrative and physician leadership and their teams
- Strategic planners
- CV programs that are defining an ambulatory strategy for non-invasive services

Teaching methodology

Didactic presentation with time for Q&A and discussion

Typical length

- 60 minutes
- Can be tailored to meet audience and needs

GOAL

Educate CV leaders on the evolving CV ambulatory market and how to adapt strategy to maintain market leadership.

OVERVIEW

While CV increasingly is an ambulatory business, most program leaders focus primarily on their inpatient and hospital outpatient service strategy. But today's priorities make it virtually impossible for the service line to ignore the ambulatory setting. Payers and patients are looking for lower-cost sites, CV program leaders are looking for lower-cost ways to deliver care, and hospitals are seeing greater competition for CV market share.

This presentation will provide an overview of the market dynamics and regulations shifting CV services farther outpatient, and considerations for CV programs as they evaluate how to compete in the ambulatory space for non-invasive services.

LEARNING OBJECTIVES

After attending this session, participants will be able to:

- Understand regulatory changes impacting outpatient CV services
- Evaluate service placement for diagnostic services in hospital outpatient departments (HOPDs) versus ambulatory facilities
- Identify specific market conditions to guide future ambulatory strategic decisions (e.g., payer activity, patient consumerism)

Note: if you are primarily interested in the procedural site-of-care shift, please see the presentation on page 7.

The CV ASC market landscape

Recommended audience

- CV executives
- CV program administrative and physician leadership and their teams
- Strategic planners
- CV programs that are evaluating the ASC opportunity

Teaching methodology

Didactic presentation with time for Q&A and discussion

Typical length

- 60 minutes
- Can be tailored to meet audience and needs

GOAL

Ensure CV leaders are equipped with the knowledge to compete in an increasingly crowded market for CV procedures in ambulatory surgery centers (ASCs) and office-based lab (OBLs).

OVERVIEW

As more procedures are approved to be performed in freestanding facilities, the outmigration of CV procedures from the hospital is happening faster than most expected. Since CMS approved diagnostic cath procedures to be performed in ASCs in 2019 and PCI in 2020, CV leaders are more seriously evaluating opportunities to build, partner, or compete with ASCs.

This discussion will provide an overview of the evolving ambulatory landscape and opportunities for CV procedures to be performed off the hospital campus, as well as successful strategies from programs who already offer CV procedures in ASCs.

LEARNING OBJECTIVES

After attending this session, participants will be able to:

- Understand the current national landscape of CV procedures shifting to freestanding facilities
- Evaluate opportunities for off-campus procedures based on program capabilities and local market dynamics

Note: if you are primarily interested in shifting non-invasive or diagnostic services off-campus, please see the presentation on page 6.

Envisioning the future of cardiovascular care

Recommended audience

- CV executives and program leadership
- Ideally no more than 15 attendees

Teaching methodology

Interactive workshop

Typical length

- 90-120 minutes
- Can be tailored to meet audience and needs

GOAL

Equip CV leaders with a forward-thinking mindset and tools to guide strategic planning and decision making

OVERVIEW

In a time of rapid disruption and innovation in cardiovascular care, service line leaders must be able to define an agile, proactive strategy that can stay ahead of the market.

In this workshop, Advisory Board facilitators will guide your team through a futurism thought framework intended to reshape how service line leaders identify signals of disruption, manage ambiguity, and think proactively about the future of the CV business.

Futurism empowers leaders to build flexible but durable long-term strategy, with the capacity to adjust as change occurs. Through this curiosity-driven approach, your program can become more prepared to adapt to an uncertain future.

LEARNING OBJECTIVES

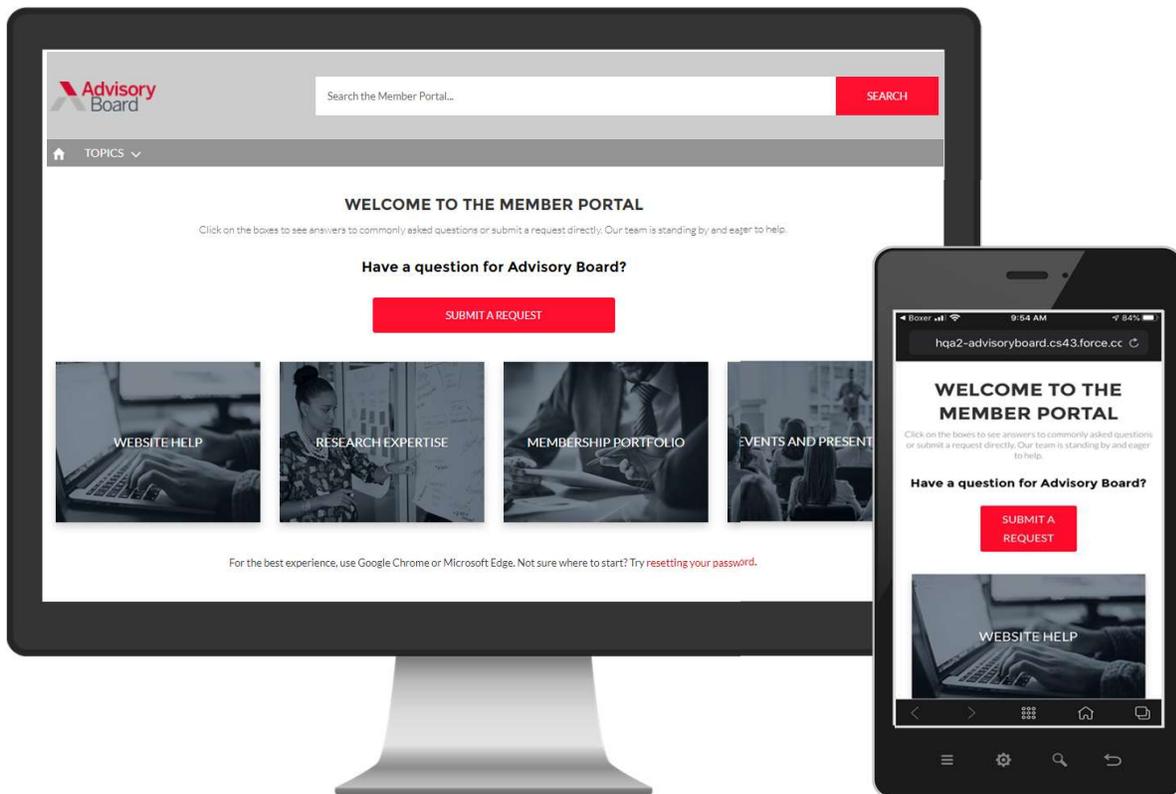
After attending this session, participants will be able to:

- Formulate foresight statements about the world in which your cardiovascular program will operate in the future
- Generate insights about each foresight, including its implications for your business and preparedness to meet changing demands
- Determine action steps to address the top opportunities and threats

All the answers at your fingertips



Are you ready to host an Advisory Board presentation at your organization? Go to our member portal, **AskAdvisory**, for quick access directly to our experts.



Send your questions via email at ask@advisory.com



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Hospitals ◦ Health systems ◦ Medical groups ◦ Post-acute care providers ◦ Life sciences firms ◦ Digital health companies ◦ Health plans ◦ Health care professional services firms

200⁺

EXPERTS ON OUR TEAM

40⁺ years

OF RESEARCH EXPERIENCE

4,500⁺

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Our experts harness a time-tested research process and the collective wisdom of our vast member network to develop **provocative insights, actionable strategies,** and **practical tools** that are at the core of our offerings.

Research

The knowledge you need to stay current, plus the strategic guidance, data, and tools you need to take action.

People development

Virtual and in-person leadership development, custom learning solutions, and online manager support

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