

# 2021 Guide to Oncology Presentations and Workshops

Topic descriptions and frequently asked questions

Published – March 2021 • 10-min read

# 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.

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# 80%

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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 three 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

- Oncology state of the union
- Cancer patient experience
- Envisioning the future of cancer care

# Oncology state of the union

## Recommended audience

- Oncology executives
- Cancer program administrative and clinical leaders
- Strategic planners
- Frontline staff

## Teaching methodology

Didactic presentation

## Typical length

- 60-90 minutes
- Can be customized to meet audience and needs

## GOAL

Teach the top insights about the state of cancer care in the wake of the Covid-19 pandemic

## OVERVIEW

This presentation provides an analysis of the major market forces impacting cancer patients and providers. Each of these forces has the potential to reshape how cancer care is delivered—from oncology payment reform to precision medicine to novel disruptors.

We'll discuss the implication of each trend on cancer patients, providers, and your organization—as well as how to proactively plan for success.

## LEARNING OBJECTIVES

After attending this session, participants will be able to:

- Evaluate how reimbursement and regulatory changes are impacting competition, growth, and physician alignment
- Prepare for new clinical and competitive disruptors in oncology
- Identify what providers can do—and who they can work with—to address health equity

# Cancer patient experience

## Recommended audience

- Oncology executives
- Cancer program administrative and clinical leaders
- Frontline staff

## Teaching methodology

Didactic presentation

## Typical length

- 60-120 minutes
- Can be customized to meet audience and needs

## GOAL

Help organizations differentiate their cancer programs by understanding what cancer patients want—and expect—from their providers

## OVERVIEW

Cancer patients have more choices for their care than ever before. To differentiate your program in this increasingly competitive landscape, you must invest your limited resources in the right services—ones that will both attract patients to your program and retain them throughout their treatment.

To help, we surveyed over 1,200 cancer patients diagnosed in the last five years to understand how they choose oncology providers and what matters most to them across their experience with cancer. This discussion will include an overview of our 2019 survey results (and how preferences may or may not be impacted by Covid-19), findings from our patient interviews, and tactics to ensure your program is delivering patient-centered care.

## LEARNING OBJECTIVES

After attending this session, participants will be able to:

- Explore data-driven insights from a national survey of 1,200 patients and survivors who reported on their preferences and experiences
- Understand how patients make trade-offs when choosing providers and how you should allocate resources
- Identify where your program is most vulnerable to patient leakage and how to reduce that risk while improving the patient experience

# Envisioning the future of cancer care

## Recommended audience

- Oncology executives and program leaders; ideally no more than 15 attendees

## Teaching methodology

Interactive workshop

## Typical length

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

## GOAL

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

## OVERVIEW

Health care—and cancer care specifically—is facing its fair share of disruptions and innovations, all with the potential to upset traditional oncology business. In this workshop, we will lead your team through a futurism thought framework which can help mitigate this challenge by reshaping how service line leaders identify signals of disruption and manage ambiguity.

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

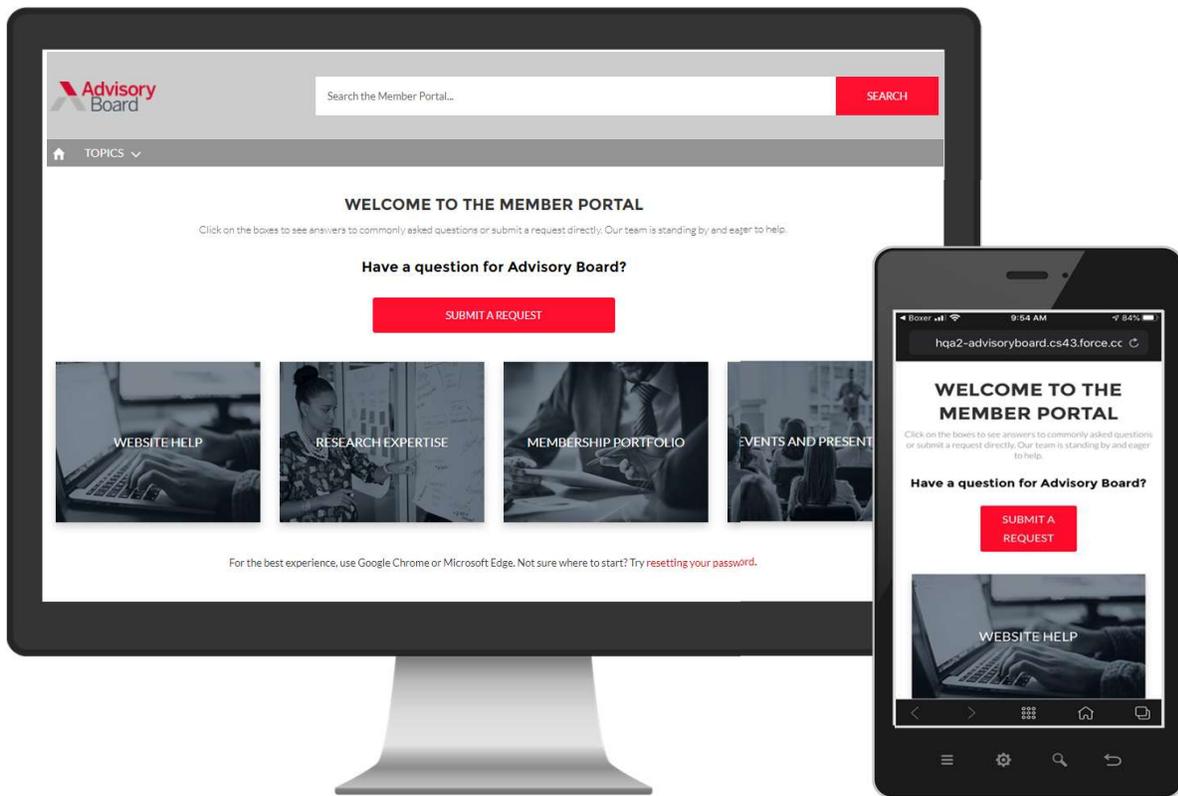
After attending this session, participants will be able to:

- Formulate foresight statements about the world in which your 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](mailto:ask@advisory.com)



# Helping health care leaders work smarter and faster

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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<sup>+</sup>

EXPERTS ON OUR TEAM

40<sup>+</sup> years

OF RESEARCH EXPERIENCE

4,500<sup>+</sup>

MEMBERS IN OUR NETWORK



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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