

2022 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.
- 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 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 2022?

- 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 2022. 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.

Please submit your request as early as possible—at least eight weeks—so we can secure a presenter for your preferred date.

Approximately four to eight weeks before your presentation, our education coordinator will set up a planning call with your presenter.

How much time should we allot for the presentation?

Most 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?

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?

We will send you the 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
- The landscape for CV site of care shifts

Cardiovascular state of the union

Recommended audience

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

Teaching methodology

- Educational presentation with time embedded throughout for Q&A and facilitated 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 insights on the major trends that will impact their service lines, and guidance on how these should inform their program strategy in 2022 and beyond.

OVERVIEW

In this discussion, one of our cardiovascular experts will provide an overview of the key market forces impacting the cardiovascular landscape, providers, and patient care. In particular, we will examine the imminent decision points with the power to shape the future of the cardiovascular service line as we emerge from the acute phase of the Covid-19 pandemic. We'll discuss implications for CV service line strategy as well as stakeholders across the industry.

LEARNING OBJECTIVES

After attending this session, participants will be able to:

- Recognize the key dynamics impacting CV demand, including lasting implications of Covid-19 and site-of-care shifts
- Identify key inflection points that will impact the future of CV
- Define action items for proactively adapting CV service line strategy in light of these major market trends

The landscape for CV site-of-care shifts

Recommended audience

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

Teaching methodology

Educational presentation with time embedded throughout for Q&A and facilitated 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 have historically focused 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.

LEARNING OBJECTIVES

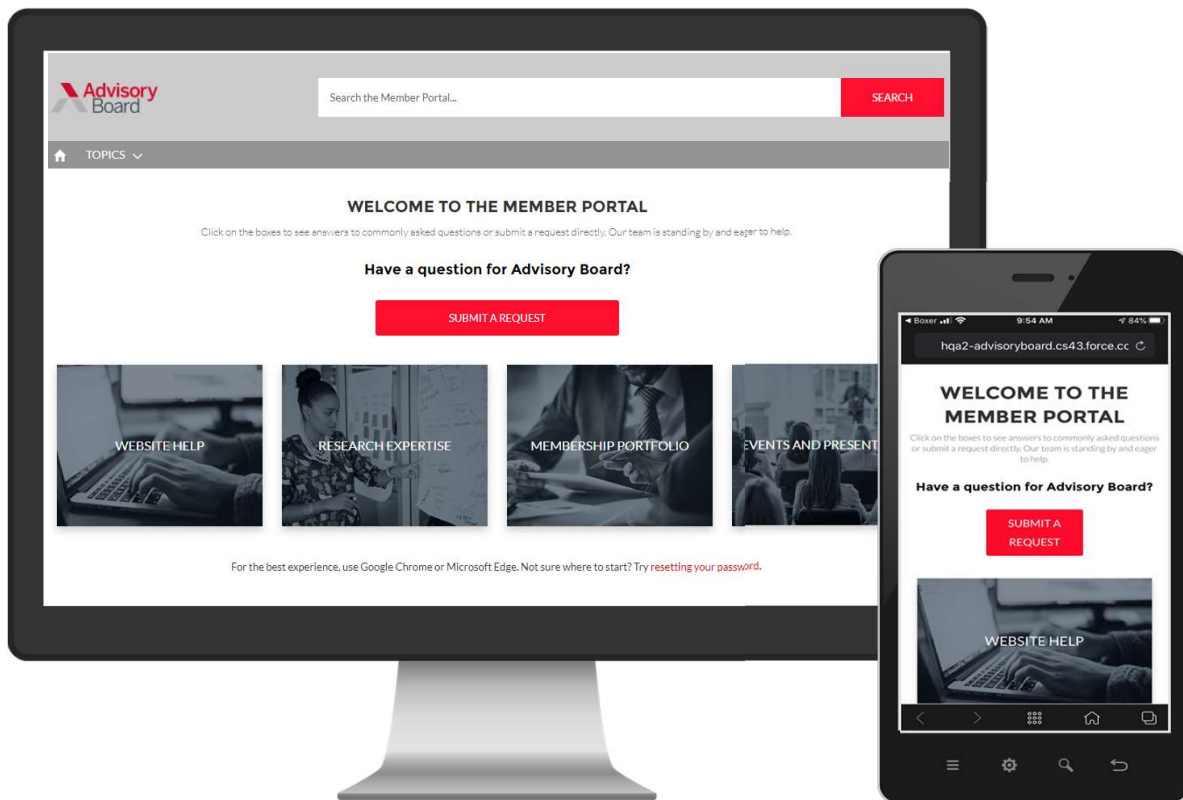
After attending this session, participants will be able to:

- Understand the forces driving site-of-care shifts, and implications on key stakeholders
- Evaluate the impact of major site-of-care shifts on CV, including diagnostic services moving off-campus, and procedures to ASCs
- Identify specific market considerations to guide future ambulatory strategic decisions

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 questions via email to 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⁺

EXPERTS ON OUR TEAM

40⁺ years

OF RESEARCH EXPERIENCE

4,500⁺

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.

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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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