

2022 Guide to Oncology Presentations and Workshops

Topic descriptions and frequently asked questions

Published – December 2021

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

- Oncology state of the union
- Cancer market trends
- Infusion trends: Responses to white bagging and site-of-care requirements
- Cancer screening innovations

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

90 minutes

GOAL

Teach top strategic insights about the future of oncology and the role oncology leaders across the industry can play in shaping it.

OVERVIEW

The peri-Covid-19 era has brought structural elements of the oncology landscape into flux. As such, the future of oncology is uncertain across five key inflection points: health equity, value-based payment, drug costs, site-of-care shift, and workforce. This presentation will discuss these five inflection points and oncology leaders' unique but time-limited opportunity to influence the direction of these inflection points and shape the future of oncology.

LEARNING OBJECTIVES

After attending this session, participants will be able to:

- Understand how oncology leaders' actions today will shape the future of oncology
- Identify five key inflection points impacting the future of oncology
- Prepare for possible future scenarios in oncology

Cancer market trends

Recommended audience

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

Teaching methodology

Didactic presentation

Typical length

60 minutes

GOAL

Teach top strategic insights about the major trends impacting cancer care in 2022 and implications for various stakeholders.

OVERVIEW

This presentation highlights our growth forecasts for cancer services over the next ten years and provides an analysis of the three most important trends that are currently influencing cancer care. The trends center around drug costs, clinical innovations, and the implications of Covid-19's impact on cancer screening.

We'll discuss the implications of each key trend for a variety of stakeholders, such as providers, purchasers, and suppliers.

LEARNING OBJECTIVES

After attending this session, participants will be able to:

- Discuss the growth forecasts for cancer services
- Identify the three most important trends affecting cancer care in 2022
- Understand the implications of key trends for different stakeholders

Infusion trends: Responses to white bagging and site-of-care requirements

Recommended audience

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

Teaching methodology

Didactic presentation

Typical length

60 minutes

GOAL

Discuss the trends influencing site-of-care and white bagging requirements for infusion services and explore the range of provider responses to these requirements.

OVERVIEW

As oncology costs continue to climb, purchasers have zeroed in on cancer drug spend as a key opportunity to reduce costs. Although purchasers are employing a variety of strategies to achieve this goal, site-of-care and white bagging policies have become the most popular strategies among health plans recently.

This presentation will provide an overview of payer trends impacting infusion services. It will also highlight a wide range of examples of how providers have responded to site-of-care and white bagging requirements. There is also time built in for audience discussion about how these policies are manifesting in their market.

LEARNING OBJECTIVES

After attending this session, participants will be able to:

- Understand payer trends impacting infusion services
- Identify and assess potential provider responses to site-of-care and white bagging requirements
- Develop a strategy to respond to site-of-care and white bagging requirements in their market

Cancer screening innovations

Recommended audience

- Cancer program administrative and clinical leaders
- Frontline staff

Teaching methodology

Didactic presentation

Typical length

60 minutes

GOAL

Learn innovative strategies to improve cancer screening.

OVERVIEW

As we continue to deal with the lasting effects of Covid-19, cancer screening is more important—and more difficult—than ever. This presentation highlights some of the industry's most creative and effective strategies to improve cancer screening in the hopes of helping to mitigate the impact of delayed screenings during the pandemic. Learn innovative approaches providers across the country have used to expand access to cancer screening and genetic testing, increase compliance with cancer screening guidelines, improve cancer detection capabilities, and more.

LEARNING OBJECTIVES

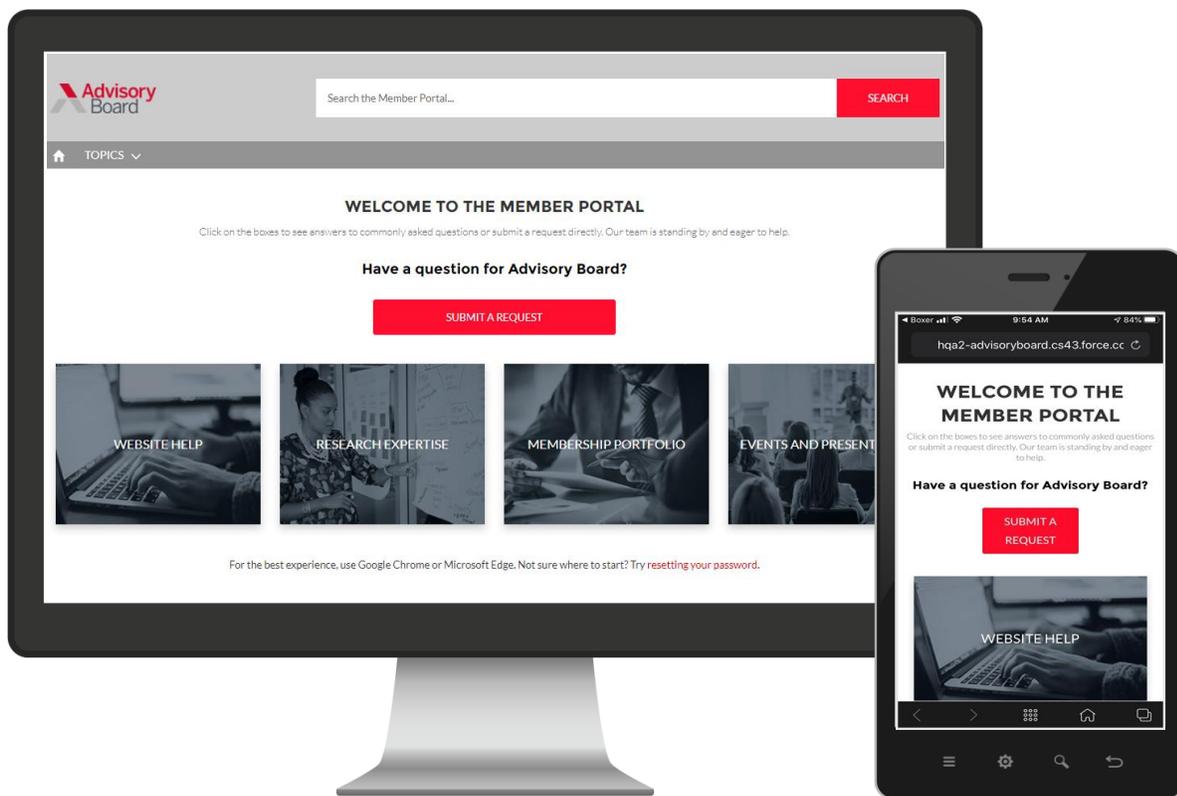
After attending this session, participants will be able to:

- Understand the impact of Covid-19 on cancer screening
- Identify innovative strategies to improve cancer screening that could be implemented at their organization

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.

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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