



For health plans

2022 Guide to Health Plan Presentations and Workshops

Topic descriptions and frequently asked questions

Published – May 2022

Advisory Board presentations in brief

An opportunity to bring Advisory Board research to your organization

1. What should we 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.

2. When should we use our presentation?

- Organizations use our learning experiences for many 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.

3. Why should we use our 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 these issues and more.

4. 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, reach out to your Dedicated Advisor or 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.

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.

Featured presentations for 2022

- **State of the health plan industry**
- **Conversations for the C-suite**
- **Line of business outlooks**

State of the Health Plan Industry

Our most popular presentation

Recommended audience

- Plan executives
- Board members
- Department leaders
- Plan employees

Teaching methodology

This presentation incorporates didactic presentation and group discussion.

Typical length

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

GOAL

To learn the main structural shifts of the peri-pandemic period and the actions health plans must take to remain competitive.

OVERVIEW

With most health plans having remained generally stable throughout the pandemic, leaders in the sector now find themselves with unique investment opportunities that shape the future of the industry. We explore the potential impacts of key structural shifts across the industry including new price transparency requirements, value-based payment, physician alignment, virtual care, home-based care, and health equity.

LEARNING OBJECTIVES

After attending this session, participants will learn:

- Financial and market trends for health plans in the peri-pandemic era
- Strategic investment opportunities health plans can make right now for future success
- Key structural shifts across the industry

Conversations for the C-suite



VALUE-BASED CARE

Driving provider performance and participation in payment transformation

The future of value-based care is likely to be heavily physician-centric, but also influenced by the financial realities of provider business climates. We will unpack current plan and provider attitudes on risk-based payment models, major challenges, and strategies for plans to support provider performance in value-based arrangements.

Recommended audience: strategy executives, provider relations, population health teams



MEMBER EXPERIENCE

The financial case for a frictionless experience

It's no secret consumers want, and expect, a simpler experience when interacting with their health plan, but which initiatives should be prioritized for investment? We'll provide a guide for plan executives based on our latest consumer survey data, member segmentation strategies, and insights on plan navigation best practices to streamline member experience and engagement.

Recommended audience: member experience, communications, digital teams



HEALTH EQUITY

Building an equitable health care organization

Advancing health equity is a common goal across the industry, but lofty ambitions need to be supported by action. In this presentation, we will explore what an equitable organization looks like in practice, what barriers stand in the way of making that a reality, and how different parts of the industry must work together to create a more equitable future. More specifically, we will focus this session on what this means for health plans and their role(s) in advancing health equity.

Recommended audience: population health leaders, value-based care leaders, medical directors

Line of business outlooks

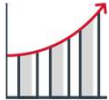


EMPLOYER-SPONSORED INSURANCE

What is—and isn't—changing about employer purchaser demands

While employer budgets are currently stable, pandemic-driven workforce demands and anticipated costs from deferred care put employer benefits at a critical crossroads. We outline employers' priorities when it comes to benefit design and long-term health care strategy. This presentation details how health plans can support their employer partners in responding to the pandemic and addressing systemic challenges to reduce health care spend.

Recommended audience: commercial market leaders, product design team, client executives



MEDICARE ADVANTAGE

Achieving sustainable growth in Medicare Advantage

Health plans know that the Medicare Advantage market is a crowded space—and that competition is fierce to attract seniors' attention. Success in Medicare Advantage is dependent on your ability to stand out despite this crowded market. This presentation explores crucial levers to drive growth by crafting a desirable product and deploying best-in-class sales and marketing strategies to target age-ins and switchers.

Recommended audience: Medicare leaders, strategy team, product design team



MEDICAID MANAGED CARE

How to engage members in closing care gaps

Health plans struggle to close member care gaps such as wellness exams, prenatal care, and screenings for the general population not in care management. This lack of appropriate care leads to utilization at expensive sites of care, low HEDIS/quality scores, and financial penalties from state agencies. This presentation will cover the current Medicaid managed care market, member engagement trends, and best practices used to close care gaps at Medicaid plans.

Recommended audience: Medicaid leaders, quality team, member engagement team



INDIVIDUAL MARKET

How to succeed in the individual market

The ACA exchange market has changed considerably over the last decade, leaving payers who've launched products constantly scrambling for an edge against their competitors. Enrolment is projected to grow, especially following certain Covid-19 dynamics, but as new entrants to the exchanges know, increased enrolment does not necessarily translate to increased plan profits on the ACA exchange. To be successful, it is essential plans understand ongoing challenges, current market trends, corresponding strategies in this market.

Recommended audience: individual market leaders, member engagement team



655 New York Avenue NW, Washington DC 20001
202-266-5600 | [advisory.com](https://www.advisory.com)