

# 2022 Guide to Physician 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.

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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 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

- Forces shaping physician practice
- The physician landscape, redefined
- Recovery: It's time for the physician workforce to heal
- Design the future of primary care

# Forces shaping physician practice

## Recommended audience

- Physician Executives
- Board Members
- Department Chairs
- Current and Emerging Physician Leaders
- Frontline Physicians

## Teaching methodology

This presentation incorporates classroom presentation and group discussion.

## Typical length

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

## GOAL

Examine the most important strategic questions facing health care leaders as we enter the per-Covid-19 era and implications for your physician enterprise.

## OVERVIEW

During this presentation, we examine the most important strategic questions facing health care leaders as we emerge from the acute phase of the Covid-19 pandemic. We'll discuss major shifts in influence, purchasing trends, and health policy in the wake of the Covid-19 pandemic and start of the Biden presidency.

We'll also explore which structural elements of the health care industry remain in flux—and what steps leaders can take to inflect the direction and pace of change.

## LEARNING OBJECTIVES

After attending this session, participants will learn:

- How the pandemic has (and hasn't) shifted the dynamics of influence and power across the health care industry—not only between industry sectors but also within them
- What the combined forces of the pandemic, Biden administration, and Democrats' narrow majority in Congress mean for the future of the health care purchasing landscape
- Which structural elements of the industry are in flux during the peri-Covid-19 era, especially the future of telehealth, home-based care, value-based care, transparency, physician partnership, and health equity
- What actionable steps health care leaders can take to shape the trajectory of the major structural shifts underway right now

# The physician landscape, redefined

## Recommended audience

- Physician Executives
- Board Members
- Department Chairs
- Current and Emerging Physician Leaders

## Teaching methodology

- Didactic presentation with time for Q&A and discussion

## Typical length

- 60-120 minutes
- Can be tailored to align with the audience and needs of the event

## GOAL

Strengthen your competitive position amid an intensifying “land grab” for physician talent.

## OVERVIEW

The physician landscape is currently in a state of flux. The pandemic exacerbated pre-existing pressures on physicians, pushing even more to question the longevity of their current practice environment and consider making a move. Further fueling a hot market, both new and traditional aggregators are aggressively courting physicians with offers of different-in-kind value propositions.

During this presentation, we will survey the physician landscape in the wake of the Covid-19 pandemic and the preceding years of consolidation, innovation, and disruption. We will unpack the host of forces that are shaping the future of physician practice and loyalty, including policy, politics, private sector players, and more. As part of this discussion, we will review a series of commonly held beliefs about the state of physician practice and determine which are true—and which are myths.

## LEARNING OBJECTIVES

After attending this session, participants will be able to:

- Distinguish myth from reality when it comes to the conventional wisdom about the physician landscape
- Understand how shifts in technology, care team design, and workforce engagement are impacting physician supply
- Identify emerging models for physician partnership, and the strengths and weaknesses of different models

# Recovery: It's time for the physician workforce to heal

## Recommended audience

- Physician Executives
- Board Members
- Department Chairs
- Current and Emerging Physician Leaders

## Teaching methodology

Interactive workshop

## Typical length

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

## GOAL

Design your organization's comprehensive recovery strategy and pinpoint your top opportunities to support physicians during and after the Covid-19 crisis.

## OVERVIEW

Physician burnout is a long-standing challenge for provider organizations. But when Covid-19 emerged, the challenge magnified as the health care workforce simultaneously managed their own health concerns, added work, and emotional stress presented by the pandemic.

Leaders are now managing a workforce that requires different types of support than traditional burnout tactics, and on a scale that we've never seen before. During this session, we'll discuss what a comprehensive physician Covid recovery strategy should look like, and what leaders can do today to help their teams navigate the uncertainty ahead.

## LEARNING OBJECTIVES

During this session, participants will learn:

- How organizations bolstered support for physicians—and what they're changing based on physician feedback
- How to evaluate your organization's existing support for breadth, depth and accessibility
- How to proactively target support services and embed preventative burnout strategies

# Design the future of primary care

## Recommended audience

- Practice Executives
- Physician Executives
- Clinical Leaders
- Physicians
- Current and Emerging Physician Leaders

## Teaching methodology

Didactic presentation with time for Q&A and discussion

## Typical length

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

## GOAL

Examine how segmentation, technology, and competition are reshaping the front door to the delivery system— and how provider organizations should respond.

## OVERVIEW

Already poised for disruption, the primary care landscape has been significantly affected by Covid. Meanwhile, expectations for primary care have never been higher, pushing medical group leaders to think beyond incremental improvements to imagine a different-in-kind primary care product.

This presentation examines the key drivers of primary care transformation and strategies for evolving the primary care landscape including segmented delivery models, APP autonomy, and technological solutions that reduce administrative burden.

## LEARNING OBJECTIVES

During this session, participants will learn:

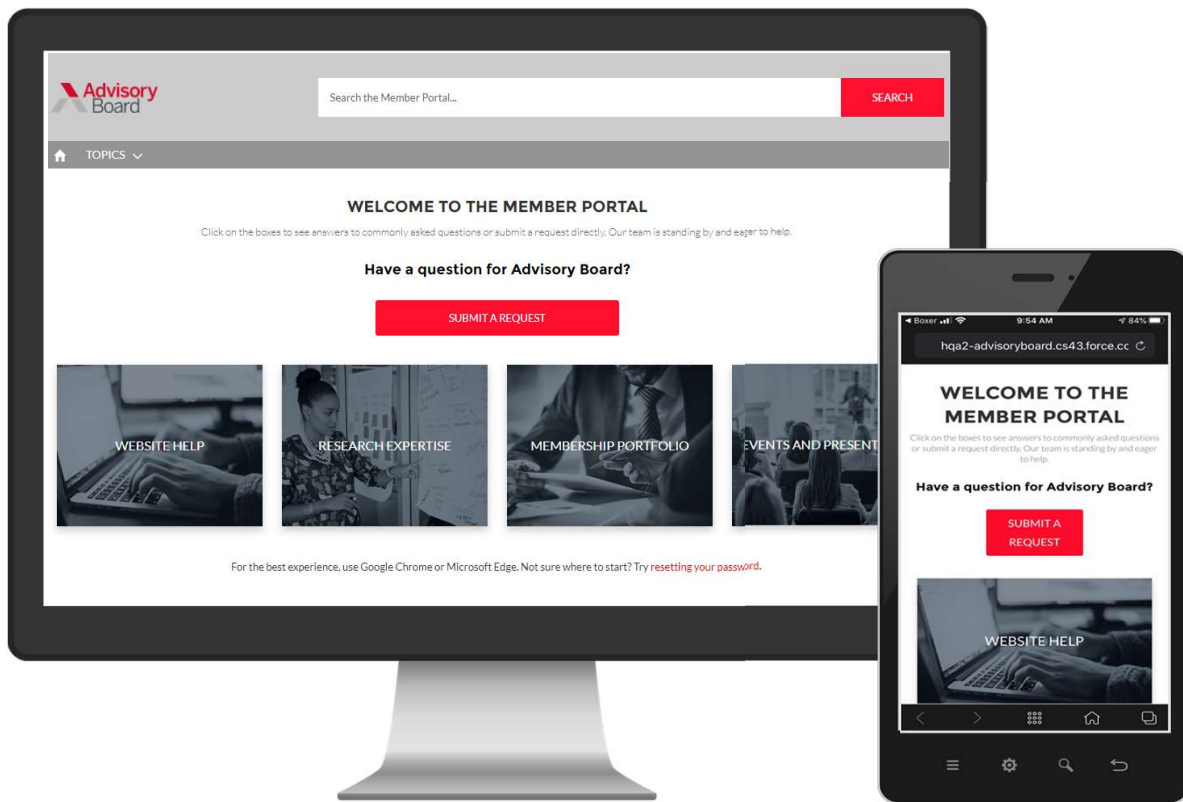
- Articulate the drivers of primary care transformation and how Covid-19 is (and isn't) impacting the future of primary care
- Evaluate when to deploy low-panel models and how to extend clinician capacity to ensure access to primary care services
- Identify the distinct challenges for provider organizations in transforming primary care and how leading organizations are overcoming them



# 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](mailto:ask@advisory.com)



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40<sup>+</sup> years

OF RESEARCH EXPERIENCE

4,500<sup>+</sup>

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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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