



For Post-Acute Care Collaborative members

2021 Guide to Post-Acute Care Collaborative On-Demand Presentations

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. 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.

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 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

- State of the industry for post-acute leaders
- Strengthening Acute/Post-Acute Collaboration
- Growth for the Future
- Meeting Consumer Needs in Post-Acute and Senior Care

State of the industry for post-acute leaders

Recommended audience

- Board
- Executives
- Strategy leaders

Teaching methodology

Didactic presentation

Typical length

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

GOAL

This session teaches the top insights about the state of post-acute and long-term care in the wake of the Covid-19 pandemic.

OVERVIEW

The Covid-19 pandemic has spotlighted the deeply entrenched challenges impacting post-acute and senior care, providing legitimate reason to expect major changes in the industry as a result of the virus. However, existing market indicators—like increased public attention on post-acute care, expanded use of telehealth, calls to increase post-acute reimbursement, and experimentation of new home-based care models—are not new, but rather long-standing market forces.

The more plausible outcome is that the pandemic will accelerate pre-existing trends and exacerbate current challenges. This presentation will uncover the three accelerating trends impacting the post-acute industry in the wake of the pandemic and how forward-thinking leaders should respond.

LEARNING OBJECTIVES

After attending this session, participants will be able to:

- Understand the impact of Covid-19 on the accelerating shift towards home-based care
- Identify strategies for SNF operators to stay financially viable despite increasing financial challenges
- Determine opportunities to right-size investments in acute/post-acute partnerships

Strengthening Acute/Post-Acute Collaboration

Recommended audience

- Leaders involved in building and maintaining acute/post-acute partnerships
- Post-acute CXOs
- VP of post-acute or VP of population health

Teaching methodology

Didactic presentation

Typical length

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

GOAL

Intended for a joint audience of partner health systems and post-acute providers, this session will help providers maximize their return on investment in network building and participation.

OVERVIEW

Strengthening acute/post-acute collaboration has been a long-standing priority for both acute and post-acute leaders. This session meets attendees where they are and allows stakeholders to overcome their operational barriers to more open collaborative.

During this session, attendees will collectively develop a plan to deliver the greatest benefits to partner and patients through investments in clinical quality improvement and alignment.

LEARNING OBJECTIVES

After attending this session, participants will be able to:

- Clearly assess the level of success of their current post-acute network efforts
- Identify opportunities for improved alignment between settings
- Develop a plan to improve post-acute quality and in-network utilization
- Ensure ongoing follow-up

Growth for the Future

Recommended audience

- Business development leaders
- Strategy leaders

Teaching methodology

Didactic presentation

Typical length

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

GOAL

Help post-acute providers understand current market forces impacting referrer/post-acute relationships and ways to differentiate from competitors to ensure growth.

OVERVIEW

Covid-19 has had an outsized impact on the post-acute industry. Providers have seen an acceleration of ongoing trends—like site-of-care shifts and changing acute/post-acute relationships—while caring for an increasingly vulnerable post-acute population. While most operators have reported volume declines, many predict the industry will recover.

However, a return to “normal” isn’t guaranteed—or even likely. This session will communicate how providers can bounce back by taking a targeted approach to prove value to three key stakeholders—hospitals, payers, and consumers—in order to promote post-acute growth.

LEARNING OBJECTIVES

After attending this session, participants will be able to:

- Understand opportunities to prove value to three key stakeholders: hospitals, payers, and consumers
- Determine ways to develop future-facing value proposition based on broader industry trends
- Develop strategies to successfully tailor data-sharing for each market stakeholder

Meeting Consumer Needs in Post-Acute and Senior Care

Recommended audience

- Business development leaders
- Clinical leaders
- Leaders included in multi-level leadership trainings

Teaching methodology

Interactive workshop

Typical length

- 90-150 minutes
- Can be customized to meet audience and needs

GOAL

This interactive workshop will discuss what patients and families want from post-acute and senior care providers during and after the Covid-19 pandemic.

OVERVIEW

While meeting consumer needs has been a key strategic priorities for the post-acute and senior care industry, the Covid-19 pandemic has battered the industry reputation and introduced new consumer preferences that leaders must adapt to.

This interactive workshop offers a deep dive into how patient and family preferences have changed as a function of the Covid-19 pandemic and what are the key changes post-acute leaders must make to win consumer trust and regrow volumes.

LEARNING OBJECTIVES

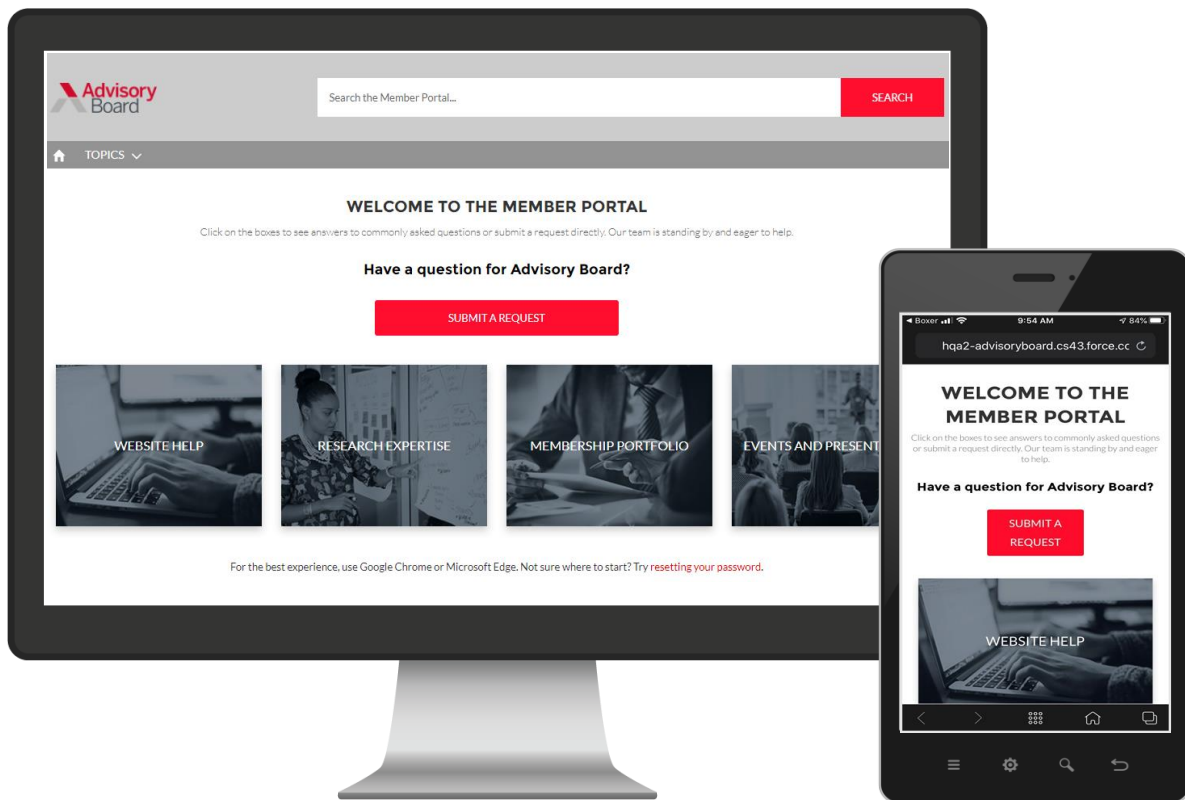
After attending this session, participants will be able to:

- Understand changing patient and family perception of post-acute and senior care
- Develop sustainable tactics to attract patients and families, and maintain a positive patient and family experience

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



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200+

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40+ years

OF RESEARCH EXPERIENCE

4,500+

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The knowledge you need to stay current, plus the strategic guidance, data, and tools you need to take action

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Virtual and in-person leadership development, custom learning solutions, and online manager support

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