



2022 Guide to Post-Acute Care Collaborative On-Demand Presentations

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.
- 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 90 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.

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

- Preparing for a Post-Pandemic World
- Building Consumer Confidence in Post-Acute and Senior Care
- Growth for the Future
- The Imperative for Systemness in Post-Acute Care

Preparing for a Post-Pandemic World

Recommended audience

- Post-acute leadership
- Board members
- 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 provides a strategic overview of the market dynamics defining post-acute and senior care in the Covid-19 era and beyond.

OVERVIEW

In this discussion, one of our post-acute experts will provide an overview of the key market forces impacting the post-acute landscape. In particular, we will evaluate the specific market trends many providers and analysts are predicting, and assess the level of impact those trends will- or won't- have on post-acute providers.

LEARNING OBJECTIVES

After attending this session, participants will understand:

- Impact of Covid-19 on the accelerating shift towards home-based care
- Strategies for SNF operators to stay financially viable despite increasing financial challenges
- Opportunities to right-size investments in acute/post-acute partnerships

Building Consumer Confidence in Post-Acute and Senior Care

Recommended audience

- Post-acute executives
- Post-acute facility leaders

Teaching methodology

Educational presentation with time embedded throughout for Q&A and facilitated discussion

Typical length

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

GOAL

This presentation provides an understanding of what consumers want from post-acute providers during and after the Covid-19 pandemic, and how to tailor your business to fulfill the needs of your consumers.

OVERVIEW

Covid-19 has exacerbated existing issues organizations face and now with more public scrutiny than ever before, it's important to develop a plan to gain buy-in from consumers. We'll discuss the findings from Advisory Board's 2021 Post-Acute Care Consumer Survey, reveal the surprising facts we uncovered, and help guide your organization on where to build trust with your patients.

LEARNING OBJECTIVES

After attending this session, participants will be able to:

- Identify areas of consumer mistrust
- Develop initiatives to educate consumers on safety and their care journey
- Ensure staff are set up for success to support consumers

Growth for the Future

Recommended audience

- Post-acute executives
- Business development leaders

Teaching methodology

Educational presentation with time embedded throughout for Q&A and facilitated discussion

Typical length

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

GOAL

This presentation provides insights to drive growth through your three main stakeholders: providers, payers, and consumers.

OVERVIEW

With Covid-19 accelerating long-term trends in the market and often diminishing occupancy levels, post-acute providers are facing an increasing amount of financial strain. We'll discuss the ways different sites of care can drive value for all their core customers to regain volume in 2022 and beyond.

LEARNING OBJECTIVES

After attending this session, participants will be able to:

- Discuss the factors contributing to financial challenges during and after the Covid-19 pandemic
- Learn how market needs have changed and identify creative solutions to meet emerging needs
- Evaluate new strategies to successfully pitch programs to customers

The Imperative for Systemness in Post-Acute Care

Recommended audience

- Post-acute executives
- Strategic planners
- Business development leaders
- Post-acute facility leaders

Teaching methodology

Educational presentation with time embedded throughout for Q&A and facilitated discussion

Typical length

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

GOAL

This presentation provides an overview of what systemness means in long-term care and the five main insights to drive systemness at your organization.

OVERVIEW

Post-acute care organizations have grown in size across the last 10 years as consolidation and M&A activity trend upwards. As a result, the post-acute market is seeing more systems and fewer single-site providers. Post-acute providers are optimistic that the scale of their organization will help to improve patient outcomes, regrow volumes, and weather the Covid-19 crisis. But many providers struggle to see those gains because they're missing a critical element: systemness. True integration across a provider's owned facilities or agencies. We'll discuss the top systemness insights for post-acute care and how to leverage the power of systemness to maximize the impact of your scale and services.

LEARNING OBJECTIVES

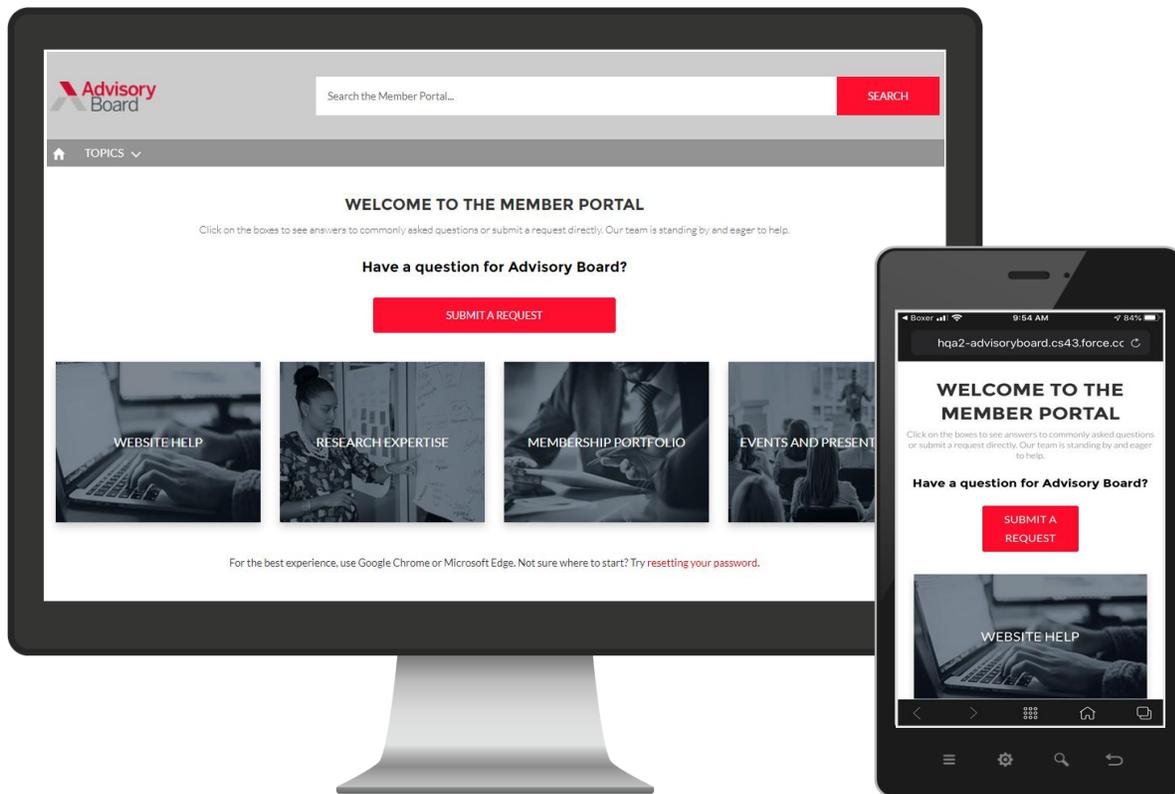
After attending this session, participants will understand:

- What systemness means and why it's important for post-acute providers
- How to use systemness to achieve post-acute business goals
- How systemness efforts should change based on providers' size, set of service offerings, and strategic goals
- Ways to assess what level of system integration with upstream partners is worth the investment

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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