

# 2022 Guide to Strategy Presentations and Workshops

Topic descriptions and frequently asked questions

July 2022

# 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 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 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 health care industry
- The state of site-of-care shifts
- The mandate for social determinants of health
- Innovative players shaping care delivery competition (virtual only)

# State of the health care industry

## Recommended audience

- Board
- Executives
- Strategic planners

## Teaching methodology

Didactic presentation (but can also be structured as an interactive discussion)

## Typical length

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

## GOAL

Provide an objective analysis of the biggest trends and market forces impacting health care organization strategy

## OVERVIEW

In this year's research, we examine the health care industry's increasingly tough business climate dominated by increasing costs and prices, tightening margins and capital, and staffing upheaval. The array of urgent, disruptive market forces today mean that leaders must navigate an unusually high number of short-term crises and opportunities—and that strategic choices now will have an outsized impact on their long-term goals. We'll discuss the biggest market forces that leaders should be watching and the key strategic decisions that give health care organizations the biggest ability to influence the industry's future structure.

## LEARNING OBJECTIVES

After attending this session, participants will be able to:

- Understand the **disruptive market forces** shaping the entire industry's business environment for most health care organizations, including the workforce crisis, coverage swings, vertically-integrated ecosystems, and tumultuous innovation investment.
- Identify the **strategic decision guideposts** that represent where leaders have the greatest agency to influence the future in multiple directions, within health equity, value-based payment, physician partnership, consumer navigation, telehealth, and home-based care.
- Investigate their organization's perspective on how the future dynamics of competition, collaboration, integration, and diversification may affect their business success.
- Plan actionable steps to shape the trajectory of the major structural shifts underway right now.

# The state of site-of-care shifts

## Recommended audience

- Board
- Executives
- Strategic planners

## Teaching methodology

Didactic presentation

## Typical length

- 60-90 minutes
- Can be customized to focus on different shifts/service lines impacted

## GOAL

Provide an overview of the most critical site-of-care shifts across health care, the drivers of each shift, and their potential to disrupt the industry.

## OVERVIEW

Site-of-care shifts, while not new in health care, are evolving in light of the pandemic and trends that preceded it. This presentation will review the top site-of-care shifts that you should be planning for, unpack the drivers behind these shifts, and identify market factors that impact variation. We will also review our projections for the future for the most critical services and procedures. Finally, we will share response options and strategies for planning ahead.

## LEARNING OBJECTIVES

After attending this session, participants will be able to:

- Narrow focus in on the most critical shifts to be aware of and planning for
- Understand the drivers of each shift—and the potential impact on volumes and finances
- Identify response options for getting ahead and craft strategy moving forward



# The mandate for social determinants of health

## Recommended audience

- Board members
- Senior executives
- Strategic planners
- Population health leaders

## Teaching methodology

Interactive discussion

## Typical length

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

## GOAL

Help health care leaders define their organizations' role in advancing health equity

## OVERVIEW

Leaders across the health care industry increasingly recognize the impact of social determinants on health. Up to half of patients' health can be attributed to their social, economic, and physical environment. The evidence is clear: social determinants have an undeniable impact on health outcomes and spending. But are today's efforts to address them enough?

This highly interactive session is designed to help health care leaders define their organizations' role in advancing health equity with the ultimate ambition of breaking the cycle of need through long-term change. This session explores the root causes of social determinants and outline five roles that provider organizations can play to address them by becoming effective community partners. The session also provides practical guidance on how to avoid common missteps and accelerate success by highlighting key takeaways from leading organizations in this field.

## LEARNING OBJECTIVES

After attending this session, participants will be able to:

- Understand the broad range of social determinants of health—and the consequences of inaction for patients and provider organizations.
- Identify root causes of social determinants of health.
- Scope potential ambitions for provider organizations and articulate long-term goals for a sustainable social determinants strategy.
- Evaluate the major roles that provider organizations can play to drive community-wide impact.

# Innovative players shaping care delivery competition (virtual only)

### Recommended audience

- Executives
- Strategic planners

### Teaching methodology

Didactic presentation

### Typical length

- 60-90 minutes

### GOAL

Provide an overview of the top disruptors in the convenient, primary, and specialty care markets.

### OVERVIEW

Hospitals, health systems, and physician groups face threats of disruption on several fronts. Long-standing industry pressures—unsustainable cost trends and shifting consumer expectations—have not abated, which has attracted the attention of out-of-industry companies and private equity-backed entrepreneurs who bring new solutions to bear. New competitors see opportunities to rebuild the delivery system from the ground up, pioneer new business models, and push the boundaries of clinical and technological innovation. Many are driven by a limited strategic focus that is quickly adaptable to market shocks, enabling them to outmaneuver incumbents who have too many strategic directions and maintain a risk-averse culture to transformational change.

This presentation will help incumbent providers understand how non-traditional competitors, across convenient care, primary care, and specialty care are establishing a differentiated value proposition and positioning themselves for growth.

### LEARNING OBJECTIVES

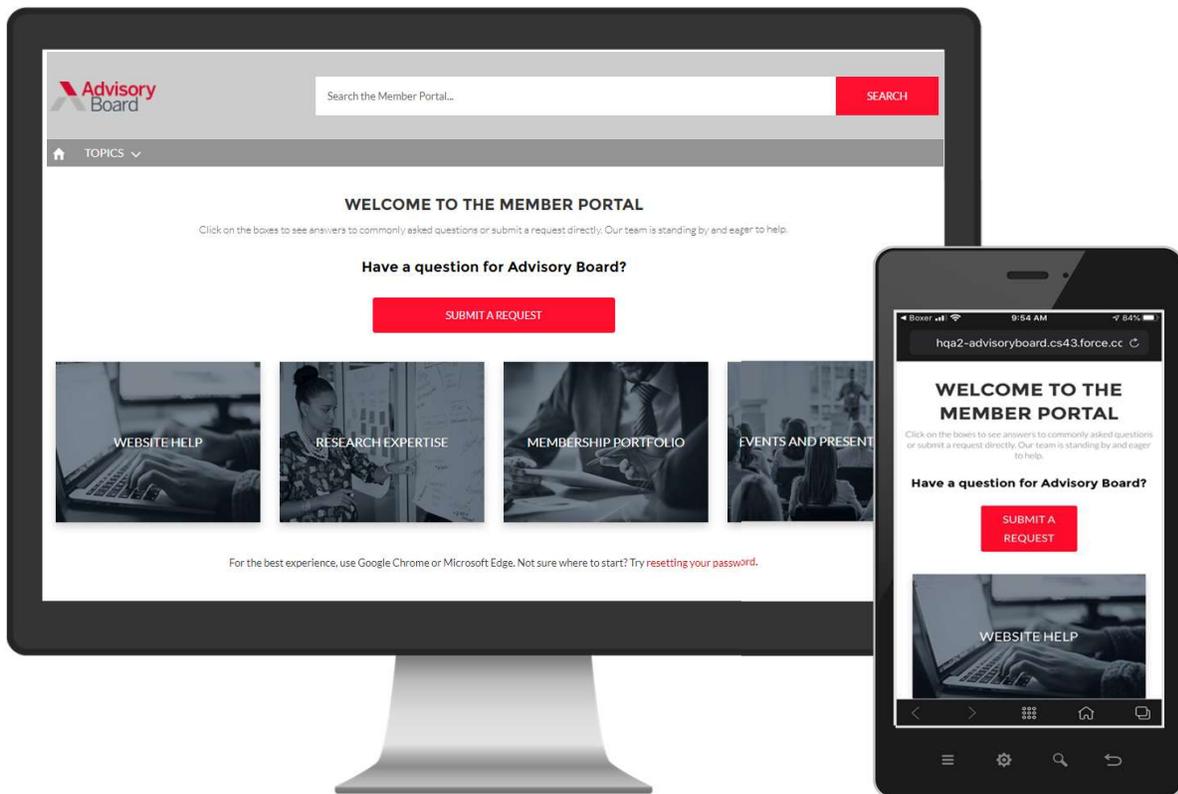
After attending this session, participants will be able to:

- Understand strategies used by innovative organizations to differentiate themselves in the convenient care market
- Understand disruptive trends in the primary care market, with a focus on direct-to-consumer and population health models.
- Understand trends in the specialty care market, including digital therapeutics for chronic conditions, single specialty physician groups, and nice ASC models.
- Identify strategies for competing against new entrants.

# 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](mailto: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<sup>+</sup>

EXPERTS ON OUR TEAM

40<sup>+</sup> years

OF RESEARCH EXPERIENCE

4,500<sup>+</sup>

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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6. If a member is unwilling to abide by any of the foregoing obligations, then such member shall promptly return this Report and all copies thereof to Advisory Board.



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