

# 2021 Guide to Technology Presentations and Workshops

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.

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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 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

- Digital health: State of the Industry 2021
- Artificial intelligence in health care
- 8 innovations ready for mainstream use in 2021

# Digital health: State of the Industry 2021

## Recommended audience

- Board
- Executives
- Frontline staff

## Teaching methodology

Didactic presentation

## Typical length

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

## GOAL

Share the top insights about the state of health digital health in the wake of the Covid-19 pandemic

## OVERVIEW

Digital health has achieved a new normal of acceptance and prevalence. Telehealth, remote patient monitoring, and virtual care applications of all kinds have become mainstream tools. Many organizations admit that they made as much as five years of progress on digital health within just a few weeks in 2020. This webinar will look at where health care is at the beginning of 2021 in terms of long-awaited digital transformation.

But the work isn't finished. This webinar will also look at the essential steps that our industry needs to take to use digital solutions to their fullest potential for improving outcomes, experience, and cost.

## LEARNING OBJECTIVES

After attending this session, participants will be able to:

- How are new money and emerging partnerships changing the digital health landscape?
- Why data is essential to make progress on telehealth reimbursement and quality?
- What are the realities of digital disparities and digital patient experience?

# Artificial intelligence in health care

## Recommended audience

- Board members
- Executives
- Clinical executives

## Teaching methodology

Didactic presentation

## Typical length

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

## GOAL

Help health care leaders understand the uses and challenges of artificial intelligence and machine learning in health care

## OVERVIEW

Advances in the availability of data for training, dramatically faster hardware, and maturation of the tools and algorithms are delivering radically better predictive models that are producing real, quantifiable impact within health care organizations. AI-enhanced processes can provide advantages in speed, cost, capacity, quality, and consistency, allowing human decision makers to focus on higher-value “top of license” tasks.

This presentation examines the foundational technology and data essentials, potential use cases, and issues of privacy and bias that must be understood as part of any consideration of an artificial intelligence implementation in health care.

## LEARNING OBJECTIVES

After attending this session, participants will be able to:

- Defines AI and explain why it is important
- Understand how AI is currently used in health care
- Consider initial action items for executives who are starting their AI program or assessing their work with AI to date

# 8 innovations ready for mainstream use in 2021

## Recommended audience

- Technology and clinical leaders

## Teaching methodology

Didactic presentation

## Typical length

- 45-60 minutes
- Can be customized to meet audience and needs

## GOAL

Help health care leaders understand specific innovations in use in health care today and how they can apply at their organizations

## OVERVIEW

Covid-19 forced many health care organizations to rewrite, expedite, and in some cases even create a digital strategy from scratch. These organizations are quickly implementing once aspirational but suddenly necessary technologies—from telehealth to cloud computing.

Digital technologies added immediate value during the crisis—expanding access to care, kept clinicians safe, and enabled remote work. The pandemic has highlighted the historical insufficiencies in our industry’s digital maturity, while also offering the most convincing business case for swift and ongoing digital innovation.

This presentation looks at eight of the most promising digital innovations ready for use in 2021.

## LEARNING OBJECTIVES

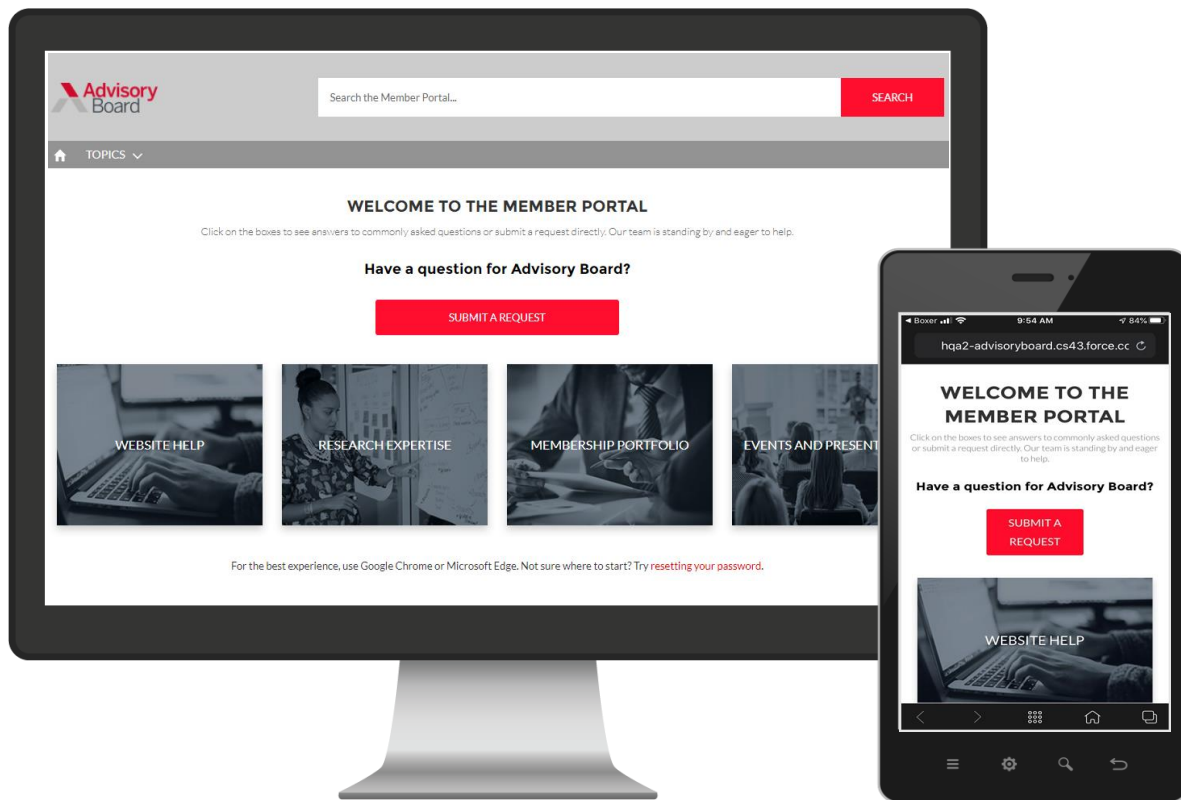
Technologies featured will include, but are not limited to:

- “Touchless” patient experience
- Asynchronous telehealth
- Artificial intelligence in care-variation reduction
- Tech-enabled symptom management

# 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

## WHO WE SERVE

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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