

2022 Guide to Digital Health 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.

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 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

- 2022 Digital health market update
- Addressing digital inequities
- The current and future state of virtual care
- Artificial intelligence in health care

2022 Digital health market update

Recommended audience

- Technology and clinical leaders
- Executives
- Board members
- Frontline staff

Teaching methodology

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

Typical length

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

GOAL

Share the top insights about the state of the current digital health market.

OVERVIEW

Across the past few years, health care organizations have rapidly implemented new technologies in response to the ongoing Covid-19 pandemic. After this flurry of investment, it is only natural for organizations to slow their pace of adoption as they evaluate next steps. This potential lack of urgency, however, can backfire and derail future progress. Join us to learn why health care organizations must continue to advance their digital strategies in the face of staffing challenges, changing consumer demands, and an ever-evolving competitive landscape.

LEARNING OBJECTIVES

After attending this session, participants will be able to:

- Understand trends in digital health investment
- How consumer preferences for virtual care are changing and what these mean for the future of virtual visits
- How AI and automation are being used today and what challenges they can help overcome

Addressing digital inequities

Recommended audience

- Technology and clinical leaders
- Executives
- Board members

Teaching methodology

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

Typical length

- 45-90 minutes
- Can be tailored to meet audience and needs

GOAL

Highlight how health care organizations can respond to the growing digital divide, particularly as technology becomes more pervasive in health care

OVERVIEW

Access to technology is a social determinant of health. Covid-19 forced many Americans to adopt virtual interaction as a “new normal”, from telecommuting to remote learning to telehealth. However, as technology has become increasingly embedded in our daily lives, it has exacerbated the existing inequities in access to internet coverage, technology, and digital literacy. As such, health care organizations need to become more directly involved in solving these inequities to not only ensure virtual care works for all patients, but also to improve patients’ overall health and wellbeing.

LEARNING OBJECTIVES

After attending this session, participants will learn:

- How to better identify and respond to the digital challenges faced by their local communities
- How to ensure investments in virtual care do not cause further digital inequities
- How to advocate for and partner on larger initiatives designed to achieve digital equity



The current and future state of virtual care

Recommended audience

- Technology and clinical leaders
- Executives
- Board members

Teaching methodology

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

Typical length

- 45-90 minutes
- Can be tailored to meet audience and needs

GOAL

Share the latest virtual care strategies and provide potential future scenarios for adoption and use of virtual care

OVERVIEW

When Covid-19 arrived in early 2020, the health care industry changed dramatically. In a few short weeks, health care stakeholders scrambled to set up virtual care capabilities, with a particular focus around implementing and scaling telehealth. Two years later, we face an important question: How can health care organizations ensure that they have a future-proof virtual care strategy?

LEARNING OBJECTIVES

After attending this session, participants will learn:

- Virtual care best practices, particularly related to virtual care options beyond the video visit.
- How adoption of virtual care has fundamentally changed the health care landscape
- How health systems can align their care delivery and operations to compete successfully in a hybrid market

Artificial intelligence in health care

Recommended audience

- Technology and clinical leaders
- Executives
- Board members

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

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

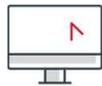
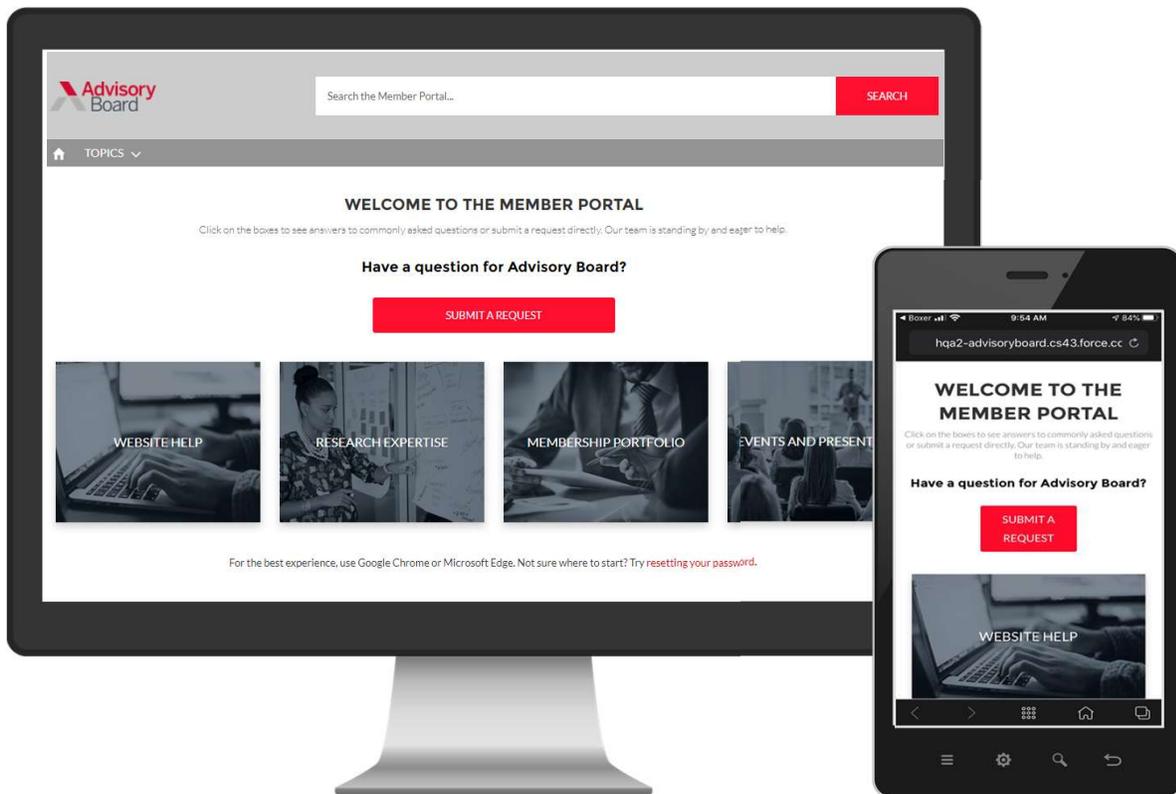
After attending this session, participants will be able to:

- Define 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

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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