Everyday Support for Life Sciences Leaders
Table of contents

INTRODUCTION | About Advisory Board

MARKET AND CUSTOMER INSIGHTS | Research subscriptions

LEARNING AND DEVELOPMENT | Advisory Board Fellowship

CUSTOMER ENGAGEMENT | Sponsored and licensed expertise and content

CONNECT WITH US | Meet the Advisory Board team
The most trusted name in health care research and education

Our deep member relationships span the health care ecosystem; we work not only with leaders of hospitals, health systems, medical groups, and post-acute care providers, but also with commercial and clinical leaders of life sciences firms, digital health companies, health plans, and health care oriented professional services firms.

This expansive network enables us to see what others might miss when only looking from a single industry vantage point. We connect the dots, focusing on the interplay of stakeholders within the health care ecosystem to help our members find clarity in complexity and collaborate more effectively.

We help health care leaders to understand customers and inform strategy:

- Understand how shifts in the market impact their organization and their role today, and in the future
- Stay abreast of results-oriented innovation and best practices from peers across the industry
- Influence internal and external stakeholders through objective educational material
We answer pressing questions for health care executives across the ecosystem

Stay informed on 90+ evergreen and emerging health care topics your customers care about

Every day, our experts speak with executives and thought leaders about their top challenges and questions. These conversations shape our research agenda. At any given time, we are actively generating insight on dozens of strategic and operational issues across payer and provider organizations.

“Advisory Board’s research is extremely helpful and is never swayed by a particular agenda. For me, Advisory Board has become a true strategic partner.”

QUESTIONS WE ANSWER

Where are my customers struggling to meet value-based payment goals?

How do health system value analysis committees make purchasing decisions?

How are payers making formulary and coverage decisions today?

Will an increase in telehealth use change prescribing behavior?

What does a successful front door strategy for primary care look like?
Research subscriptions

- Engage your customers in meaningful discussions about their challenges and holistic best practice solutions
- Adapt your value narrative to local market factors and diverse customer decision frameworks

Advisory Board Fellowship

- Empower your teams to be more effective in their jobs
- Equip your teams with resources to help translate how changes in the market impact your business goals or product value

Sponsored and licensed expertise and content

- Leverage market insight to develop customer-facing educational tools
- Develop above-brand customer engagement resources
Who our research subscriptions serve

**Commercial and Marketing leaders**
- National/Key accounts
- Brand and product strategy teams
- Commercial analytics
- Customer insights

**Value and Evidence Leaders**
- Medical/Scientific affairs
- Market access
- HEOR
Insights and resources to elevate commercial strategy

Research and customer insight that market-leading companies need to compete effectively in today’s health care delivery landscape

A subscription service that helps you:

- Prioritize response to industry and market trends
- Build team expertise
- Contextualize your products
- Enhance customer relationships

WITH ACCESS TO

- Research reports, short-form topic briefings, case studies
- **Scaled education**: Service line market trends, cheat sheets, and videos [LEARN MORE]
- Multi-stakeholder, multi-sector perspectives on key issues and trends
- One-on-one discussions with our SMEs on a range of topics
- Presentations and facilitated discussions led by senior researchers
- Pitch reviews and consultative guidance from researchers who support your customers
- In-person education sessions synthesize trends and spotlight innovative solutions.
- Discussion-based meetings provide networking and allow attendees to immerse themselves in the customers’ world.
Spotlight on Service Line Market Trends

Each year Advisory Board examines the major factors that will influence demand, finances, and strategy for key service lines and clinical specialties.

These service line market updates highlight five-year growth projections, trends most likely to reshape the industry, and the implications for the supplier business. The accompanying on-demand webinars and ready-to-use slides offer additional insight into how providers are planning for growth.

Use these resources to:

• Strengthen your understanding of challenges and priorities provider organizations face within clinical areas
• Train team members on clinical specialties where they may have less familiarity
• Identify services best positioned for growth, and uncover factors driving demand

Click here to explore available resources
Research to shape and communicate more compelling medical value narratives

Advisory Board offers a subscription-based research service for medical and HEOR executives at leading life sciences firms. Through Advisory Board’s rigorous, objective research process and expansive cross-industry relationships, we generate insights on the health care market and your customers that catalyze more compelling, impactful medical value narratives—ultimately helping medical leaders ensure the right patients get the right therapies at the right time.

Our membership model supports long-term partnerships that help leaders:

- Understand how customers make decisions
- Optimize sources and uses of medical evidence
- Drive more productive conversations

WITH ACCESS TO

Member-driven research provides curated insight to inform decisions and actions through reports, webinars, and presentations.

Expert commentaries distill signal from noise, with attention to salient implications of major trends and news (e.g., primers, market scans, policy briefs).

Small roundtable meetings foster action-oriented, peer-to-peer conversations on issues critical to medical leaders.

Cross-industry summits convene payer, provider, pharmacy, and life science leaders for honest dialogues about value and partnership.

LEARN MORE ›
Spotlight on Cross-Industry Summit

In an effort to break down industry barriers and encourage more honest dialogue, this invite-only event convened 40 medical and pharmacy leaders from across the health care ecosystem—payers, providers, employers as well as third party “technology assessment” organizations increasingly opining on the value of new treatments.

Learn more about what attendees took away from the day, on the Daily Briefing
Advisory Board Fellowship

Equip executives to lead transformative change

The Fellowship’s foundation is in-person intensives that feature an advanced curriculum grounded in 15 years of research. Professional faculty create a rigorous, yet supportive environment—a crucible in which participants’ deeply held beliefs are challenged, their curiosity ignited, and their leadership identities renewed and reformed.

Advisory Board Fellowship is a game changer for rising executives. Across 18 months, participants engage in six learning intensives with a diverse cohort of cross-industry peers.

A “game changer” for rising executives

- **2,500+** Health care industry leaders in our alumni network
- **35** Executives, physicians, and nurses from different health sectors in each cohort
- **250+** Health systems and companies who rely on us to train their high-potential leaders

**DISTINGUISHING ELEMENTS**

- **Evidence-based leadership assessment**
  Participants experience a best-in-class 360-degree assessment, gaining insight into beliefs and attitudes that propel them forward—and hold them back

- **Network of purpose-oriented, like-minded peers**
  Participants join a community committed to leading industry transformation, gaining access to peers who can lend support—and challenge where necessary

- **Practicum learning laboratory**
  Participants tackle a strategic project for their organization and continuously get feedback from peer working groups, gaining clarity into barriers—both technical and adaptive
Sponsored and licensed expertise and content
Partnering with your brand to educate and inform the leaders of health care

- Tap into our library of actionable insights, best practice guidance, and implementation tools designed for IDN clinical and administrative leaders
- Collaborate with our experts to create compelling educational content and presentations
- Co-brand to capitalize on Advisory Board’s trusted reputation for independence and objectivity
- Reach your target customers through our channels and promotional engines—or your own
- Use multi-platform distribution tactics to drive customers to your educational content
- Create tailored interactive tools to facilitate better customer conversations and guide more informed decisions
- Track customer engagement with content over time
Customer Engagement Solutions

The three-step process for a customized sponsorship

01 Align with the **topics** that drive the future of health care

Our research teams are constantly educating members about the most transformative topics in health care. Align with a chosen topic relevant to your brand messaging to create relevancy and impact.

02 Create **content** that brings value to our members

Partner with expert researchers from the Advisory Board to create custom content that expands Advisory Board’s knowledge library on a chosen topic.

03 Use key **distribution** channel to get in front of your target audience

After building impactful custom content, utilize Advisory Board owned channels to share your message with the right target audiences.
Equipping your teams with resources to build trust with your customers
Leverage Advisory Board expertise for your customer facing events

- Member outsources presentation content and workshop facilitation to Advisory Board
- Advisory Board plays impartial, third-party role and creates neutral space for member and their customers to come together on topic of shared interest
Create brand awareness and thought leadership promotion through our channels

Oncology Rounds

Should you invest in remote second opinions for cancer care? Here are 4 reasons to consider it.

10:30 AM on September 25, 2020 By Elysia Culver, Sponsored by Fairbridge Health Plan

This blog post is sponsored by Fairbridge. Advisory Board experts wrote the post, conducting the underlying research independently and objectively. Learn more

Remote second opinions (RSOs) enable specialists to review and consult on patient cases from afar—a technology that's perhaps more important than ever amid the Covid-19 pandemic. When both patients and providers rely heavily on telehealth.

But if you're looking to invest in RSOs, it can be difficult to know where to start. There's one specialty, however, that is particularly ripe for RSO investment: cancer care. Here are the top four reasons why organizations should invest in RSO for their cancer care services—both from a patient and provider perspective:

1. There is a limited supply of cancer subspecialists, especially in rural areas
Your dedicated research team

Solomon Banjo
Managing Director
banjos@advisory.com

Andrew Erickson
Director
ericksoa@advisory.com

Kendall Roberts
Senior Manager
robertske@advisory.com
Advisory Board has made efforts to verify the accuracy of the information it provides to members. This report relies on data obtained from many sources, however, and Advisory Board cannot guarantee the accuracy of the information provided or any analysis based thereon. In addition, Advisory Board is not in the business of giving legal, medical, accounting, or other professional advice, and its reports should not be construed as professional advice. In particular, members should not rely on any legal commentary in this report as a basis for action, or assume that any tactics described herein would be permitted by applicable law or appropriate for a given member’s situation. Members are advised to consult with appropriate professionals concerning legal, medical, tax, or accounting issues, before implementing any of these tactics. Neither Advisory Board nor its officers, directors, trustees, employees, and agents shall be liable for any claims, liabilities, or expenses relating to (a) any errors or omissions in this report, whether caused by Advisory Board or any of its employees or agents, or sources or other third parties, (b) any recommendation or graded ranking by Advisory Board, or (c) failure of member and its employees and agents to abide by the terms set forth herein.

© 2022 Advisory Board • All rights reserved • advisory.com • WF7163952