

# 2021 Guide to Physician Executive Council 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

- State of the industry for physician executives
- What does recovery look like? Addressing physician burnout in 2021
- How to implement telehealth at scale
- Care transformation state of the union

# State of the industry for physician executives

## Recommended audience

- Physician Executives
- Service Line Leaders
- Department Chairs
- Current and Emerging Physician Leaders

## Teaching methodology

This presentation incorporates classroom presentation and group discussion.

## Typical length

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

## GOAL

Learn the latest trends in health care and discuss the current and future implications for your physician enterprise.

## OVERVIEW

Even before the Covid-19 outbreak, health care leaders across the country were grappling with myriad forces—including affordability pressures on all stakeholders, the evolution toward “managed consumerism,” primary care innovation at scale, and the adolescence of digital health—that threaten to upend traditional industry dynamics. Now, Covid-19 is poised to accelerate these trends and create new financial challenges for providers.

This presentation provides an objective analysis of the impact of emerging trends on health system strategy including how, Covid, politics, the private sector, and more are shaping the future of physician practice.

## LEARNING OBJECTIVES

After attending this session, participants will:

- Understand how the Covid-19 pandemic is reshaping hospital and health system strategy now and in the future
- Articulate how players across the industry—including purchasers, providers, and technology firms—are beginning to respond to the market’s demand for affordability
- Recognize the need for innovative cross-industry collaboration to deliver on the affordability mandate

# What does recovery look like? Addressing physician burnout in 2021

## Recommended audience

- Physician Executives
- Service Line Leaders
- Department Chairs
- Current and Emerging Physician Leaders

## Teaching methodology

Interactive workshop

## Typical length

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

## GOAL

Design your organization's comprehensive recovery strategy and pinpoint your top opportunities to support physicians during and after the Covid-19 crisis.

## OVERVIEW

Physician burnout was a top priority for physician executives heading into 2020—and it's a challenge that has become even more widespread and acute in the wake of Covid. In our conversations with leaders, they're finding that tried and true interventions are falling short and are trying to determine how to best support physicians during—and after—this crisis.

During this session, we'll discuss what a comprehensive physician Covid recovery strategy should look like, and what leaders can do today to help their teams navigate the uncertainty ahead.

## LEARNING OBJECTIVES

During this session, participants will learn:

- How organizations bolstered support for physicians in 2020—and what they're changing based on physician feedback
- How to proactively target support services and embed preventative burnout strategies
- How to continue building a culture of resilience across your organization

# How to implement telehealth at scale

## Recommended audience

- Practice Executives
- Practice Management
- Clinical Leaders
- Physicians

## Teaching methodology

This presentation incorporates classroom presentation and group discussion.

## Typical length

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

## GOAL

Learn how telehealth is reshaping care delivery, its future outlook, and how to leverage it to meet clinical and business goals.

## OVERVIEW

Telehealth went from a nice-to-have to absolutely essential because of Covid-19. Longstanding barriers like patient and physician adoption came crashing down. While the payer and regulatory environment evolves, provider organizations need to scale telehealth long-term in a way that's sustainable for physicians, patients, and the bottom line.

This presentation examines the forces shaping telehealth and its future, ways other provider organizations are using telehealth now, and how implement telehealth at scale.

## LEARNING OBJECTIVES

After attending this session, participants will be able to:

- Articulate what telehealth is and isn't
- Identify use cases for telehealth
- Implement telehealth at scale

# Care transformation state of the union

## Recommended audience

- Physician Executives
- Care Transformation Leaders
- Population Health Leaders

## Teaching methodology

This presentation incorporates classroom presentation and group discussion.

## Typical length

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

## GOAL

Learn today's top priorities for succeeding in your population health strategy amid Covid-19 recovery.

## OVERVIEW

Covid-19 placed a burden on health systems across the country, but providers with robust population health capabilities had faster, more coordinated responses to the outbreak than those without. These capabilities are even more important as the pandemic persists and exacerbates patients' chronic conditions and behavioral health needs.

In this presentation, we'll explore strategies to improve your Covid-19 response and succeed in your broader population health strategy.

## LEARNING OBJECTIVES

After attending this session, participants will understand:

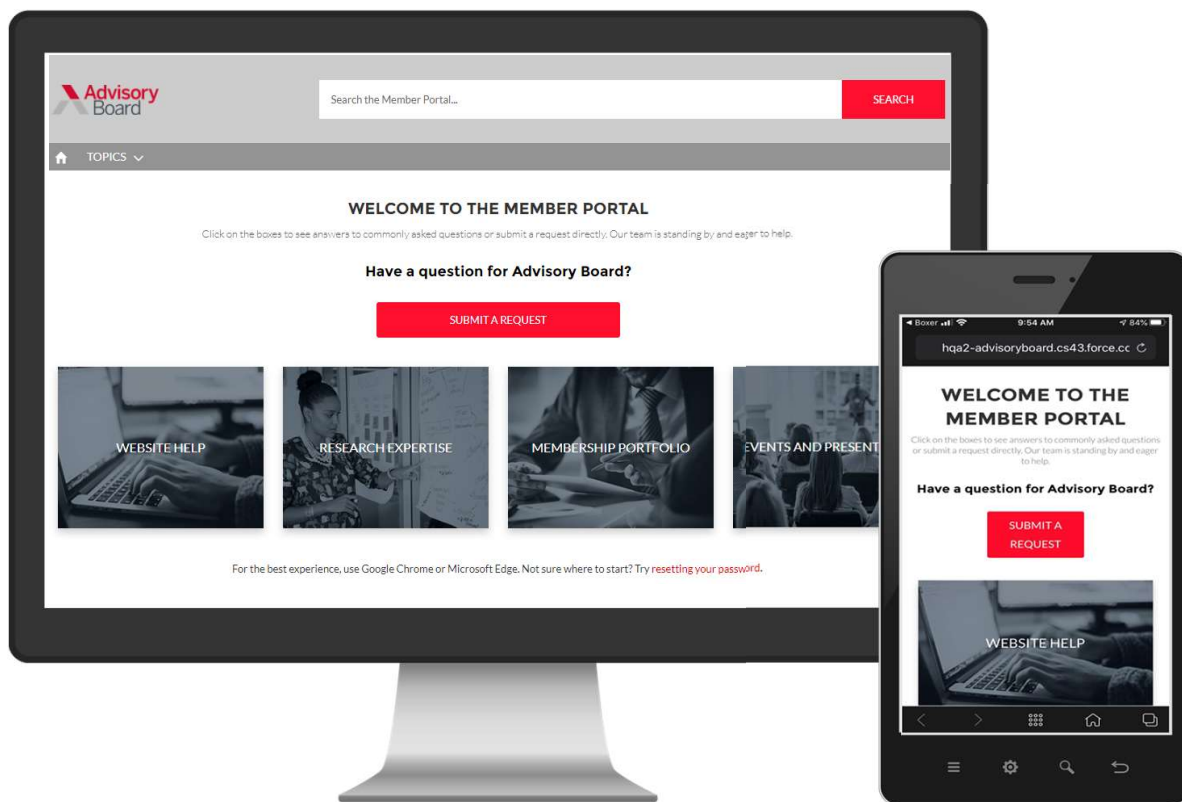
- Why now is the time for some organizations to accelerate their commitment to population health
- How to:
  - Fill gaps in cross-continuum care management
  - Profitably push services to virtual channels
  - Respond to rising behavioral health needs
  - Address root causes of health inequity



# 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)



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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.

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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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