



# Presentation Catalog for Suppliers and Services Firms

Recommended education sessions for H1 2021

# Education sessions in brief

Bringing our experts to your organization is part of your membership

## Education options are not “one size fits all”

Our education sessions bring our subject-matter experts (virtually) to your organization to share the latest Advisory Board research. This document includes short descriptions for the most popular presentation topics that we recommend right now.

Members may use this service in a broad range of ways—from agenda items in executive team meetings or retreats, as part of broader staff education efforts, or to facilitate the work of leadership groups. Our presenters are currently delivering all sessions live via webcast.

## Specify the right mix of information-sharing and interaction

Once you select a general theme, your Dedicated Advisor will work with you and an appropriate research expert to scope the session around your specific needs and interests. Presentations can be mostly didactic, mostly workshop-style facilitated discussions, or an effective blend of both styles.



**Education:** Sharing trends, insights, analyses, best practices, case studies, etc.

- Raise participant situational awareness about external forces and provide context for needed upcoming changes
- Teach what “good” often looks like in a given area to help participants spot opportunities for change and support provider customers



**Experiences:** Facilitated discussions, exercises, workshops, planning and prioritization, etc.

- Bring stakeholders to consensus to plan/launch new initiatives—or create forward progress on stalled ones
- Work through controversial issues with third-party “referee”
- Hone participant skills, as examples strategic analysis, business planning, program management
- Build relationships, foster sense of teamwork, and create connections among participants

### The first step is a discussion

Talk with your Advisory Board Dedicated Advisor or ask for an expert planning call to begin planning your event.

# FAQs for educational sessions

**Q: How is a topic selected?**

This guide is a preliminary reference tool based on the top research interactions we think most organizations should consider in 2021. Once you see a topic that might fit your needs, reach out to your Dedicated Advisor to facilitate next steps including identifying the best expert to help plan your session. About eight weeks before your presentation date, we will set up a call between you and the presenter to finalize all details.

**Q: What is the appropriate length of time to allot for our presentation?**

Most of our sessions are roughly 60 to 120 minutes in length but can be customized to meet your needs.

**Q: Can we have multiple presentations in one day?**

We caution against multiple presentations in one day due to the volume of material covered. We've found that the most valuable sessions focus on one topic rather than pushing an audience to absorb content from multiple presentations in one day. We can discuss this further upon request.

**Q: Who should attend the presentation?**

We present to a range of audiences, from small groups of executives to full commercial teams. We will work with you to ensure that the session fits your intended audience.

**Q: Can we have the same presenter as last year?**

We will try to accommodate specific requests, but an expert may be unavailable, or their expertise may be within a different terrain. We will work with you to schedule a presenter who is best suited to fulfill the content needs and achieve your objectives.

**Q: How much does the in-person education session cost?**

Your annual membership includes a number of in-person and/or virtual education sessions at no additional cost. Check with your Dedicated Advisor to see how many sessions are available for this contract year— and discuss how to make best use of them!

# Recommended presentations and topics



## **Health care landscape and stakeholders** .....5

- Emerging Trends Reshaping Care Delivery in 2021
- State of the Union: Trends Impacting Health Systems and Ripple Effects Across the Industry
- Care Transformation State of the Union
- How Health Plans Can Shape the Future Of Health Care Amid Industry Transformation
- Forces Shaping Physician Practice



## **Provider purchasing strategy** ..... 7

- The New Health Care Supply Chain Mandate
- How Health Systems Are Evolving Their Approach to Value Analysis



## **Clinical service lines** ..... 8

- 2021 Market Updates for select service lines
- Additional research presentations available for cardiovascular and oncology clinical areas



## **Site-of-care shifts** .....9

- Planning for Future Site-of-Care Shifts



## **Digital health** ..... 10

- 2021 Digital Health Trends



## **Don't see what you're looking for?** .....11

- Health care fundamentals
- Customized training support

# Health care landscape and stakeholders

Understanding major forces in health care and responses from industry players

## 1 Emerging Trends Reshaping Care Delivery in 2021

Across the U.S., Covid-19 has disrupted “normal” ways of living, working, and interacting. The ways we perceive, use, and deliver health care are no exception. This session examines the pandemic’s impact on U.S. health care by looking at it through the lens of your customers – namely, patients, physicians, IDNs, and payers.

Within this framework, we’ll spotlight the key emerging trends worth watching in the short-to-medium term, what we refer to as a “Covid-mediated” world. Attendees will gain a greater appreciation for customers’ anxieties and challenges, as well as a window into their risk mitigation strategies and adaptations. We’ll close with some thoughts about potential implications for your business and customer engagement.

## 2 State of the Union: Trends Impacting Health Systems and Ripple Effects Across the Industry

Ensure your group is up to date on the most significant changes impacting health systems nationally and in local markets. We’ll first discuss the latest on the Covid-19 pandemic and response, including vaccine efforts. We’ll then turn to the federal response and changes coming to government as a result of the 2020 election. Finally, we’ll examine the issues of coverage, affordability, and resilience.

This presentation, typically 90 minutes in length, is an excellent overview for anyone working in any part of the U.S. health care ecosystem. For smaller executive groups or key account teams, we can take a more discussion-based approach. It will focus on the conditions and trends that most directly affect your organization and the action steps your teams may consider as a result.

## 3 Care Transformation State of the Union

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.

This presentation explores strategies to succeed on population health management goals. We will consider how to fill gaps in care management, methods to respond to behavior health needs, and strategies to address the root causes of health inequity.

# Health care landscape and stakeholders (continued)

## 4 | State of the Health Plan Industry: How Health Plans Can Shape the Future Of Health Care Amid Industry Transformation

While all sectors of the industry have stepped up to meet challenges in 2020, their responses today can both drive further innovation and exacerbate current strategic tensions amid stakeholders. Health plans—from their unique position between providers, purchasers, and members—must focus on new opportunities possible in today's landscape that will enable stronger product offerings in the future.

Tailored to the interests of suppliers and service firms, this presentation reviews the market trends and double-edged growth opportunities shaping health plan strategies in 2021. First, we'll review how the major industry challenges—from the Covid-19 pandemic, to massive economic downturn, to racially-inequitable health outcomes—impacted health plans in 2020. We'll then discuss the major opportunities for health plans, including enabling site-of-care shifts and driving member engagement amid crisis. Finally, we will conclude with some thoughts about potential ripple effects on the broader health care economy.

## 5 | Forces Shaping Physician Practice

Learn how and why the physician practice landscape is evolving and the implications for stakeholders across the health care industry. We'll explore how outside disruptors and consumer pressures are fueling a shakeup in the physician practice landscape, and we'll discuss how these forces are shaping new care delivery models. We'll also highlight how physician practice consolidation is reshaping the physician's role and autonomy in health care decision-making.

This material is an excellent review of physician trends for almost any group in health care. For small groups, we can shift toward a compare-and-contrast discussion focusing on the trends that most directly affect your organization—and what actions may be called for as a result.

# Provider purchasing strategy

Insight into product assessment and vendor partnership evaluations

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## The New Health Care Supply Chain Mandate

The unpredictable waves of Covid-19 cases have exposed major vulnerabilities in our health care supply chain – not just in terms of PPE shortages, but also in terms of diagnostic test turnaround times, sustainable access to critical medicines, and inscrutable allocation models.

In this presentation, our experts will discuss the root cause problems hindering resiliency and the key changes providers, suppliers, distributors, and others in the health care ecosystem can make to build a more modern and transparent supply chain. This session provides insights from our survey of 70+ health system purchasing executives. Attendees will leave with an understanding of what provider customers want and need from supply chain partners in 2021.

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## How Health Systems Are Evolving Their Approach to Value Analysis

Over the last few years, hospitals and health systems have coalesced around three ways to evolve their value analysis processes. Providers agree on the importance of these imperatives, but organizations vary in their ability to execute on their strategic goals. In order to pin down these moving targets, suppliers first and foremost need to understand the spectrum of VAC maturity. This presentation outlines providers' strategic goals for value analysis and the operational changes they are making to execute on these goals. We'll bring the topic to light through survey data and case studies, infusing the conversation with takeaways and next steps that will help your organization refine your VAC strategy.

# Clinical service lines

Insight into providers' priorities and challenges within clinical areas

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**2021 Market Updates for select service lines: Available for cardiovascular, general surgery, imaging, neurology, oncology, orthopedics, primary care, stroke, and women's services**

This session is well suited to audiences who focus primarily on one of these specific therapeutic areas, physician specialties, or service lines.

Each session spotlights the biggest factors impacting the service line today and those most likely to do so in the future. We'll incorporate regulatory and payment updates, top-of-mind priorities for service line leaders, disruptive clinical and technological innovations, quality initiatives, workforce considerations, and the evolution of provider-supplier partnerships.

Additional service line research presentations are available, including:

- **Cancer Patient Experience.** This includes insights from our survey of over 1,200 cancer patients diagnosed in the last five years to understand how they choose oncology providers and what matters most to them across their experience with cancer. We will also discuss findings from our patient interviews and provide guidance on how your organization can support health care providers and patients.
- **Interactive Workshop: Future of Cancer Care.** *This session is only available for small groups of executives.* In this workshop, we will lead your team through a futurism thought framework to help you better strategize and prepare for the future. Specifically, we will cover the following: (1) identify disruptive trends that will fundamentally change how the oncology service line operates in ten years; (2) generate actionable insights on how your organization will be impacted and could be positioned to succeed in the future; and (3) develop a flexible, realistic action plan to address specific threats and/or opportunities.
- **Cardiovascular Ambulatory Strategy.** CV increasingly is an ambulatory business: more CV services are shifting outpatient, more procedures can be performed in ambulatory sites, payers and patients are looking for lower-cost and more accessible locations, and there's more competition from freestanding facilities. This discussion will provide an overview of the market dynamics and regulations shifting CV services outpatient, and considerations CV IDN leaders take into account as they evaluate how to compete in the ambulatory space. We will incorporate discussion around implications for suppliers of the shift to ambulatory sites.



# Site-of-care shifts

Analysis of non-hospital care sites and likely expansion of services

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## Planning for Future Site-of-Care Shifts

Clinical services continue to shift from costly, high-acuity settings to the lowest-cost, most convenient sites for patients. Procedures shift from hospital inpatient to outpatient, and from on-campus to ambulatory surgery centers. Diagnostic and evaluation services shift from the hospital to ambulatory sites, from physicians' offices to patients' phones. These shifts have significant impact on providers' margins, their growth and investment strategies, and their purchasing decisions. But site-of-care shifts are not happening universally across all services, specialties, or markets.

In this session we will examine the forces driving the site-of-care shifts, we'll spotlight the services at greatest risk of shifting, and we'll flag the signals that shifts are likely to occur within a specific market. We'll discuss both the opportunities and challenges created as clinical services move far beyond the hospital. And we will consider how your business can effectively react to and proactively prepare for the evolving outpatient market.

# Digital health

Understanding key digital health trends and provider investment considerations

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## 2021 Digital Health Trends

Digital technologies are transforming health care—patients are increasingly demanding digital access, disruptive startups and big tech firms are launching new health initiatives, and clinicians are adapting to virtual care. However, despite the hype, many organizations have made modest progress, and hard ROI remains elusive.

This presentation covers key market trends in the digital health space, including top challenges health providers face, and the biggest opportunities for digital technologies to have an impact. We can adapt the presentation to spend more or less time on any of the following topics: AI and emerging tech, virtual care, disruptive entrants, digital health strategic planning.

# Don't see what you're looking for?

## Additional training and education opportunities through Advisory Board

### Health care fundamentals

Typically, 30- to 45-minutes in length, these sessions are ideal for teaching or reinforcing fundamental health care concepts. Our most popular sessions include:

- **Introduction to Value-Based Care**
- **How Hospitals Make Money**
- **Health System Value Analysis 101**
- **Introduction to US Health Care Payers**

Access the full list of 101-level topics within our [Health Care Delivery Boot Camp Series](#).

### Customized, comprehensive training support

Organizations have a set number of education session as part of their membership with the Advisory Board. If you are interested in multiple education sessions, more customized experiences, or more in-depth curriculum development support, we have a range of other services and solutions that are available at an additional cost.

#### **Advisory Board Custom Learning Solutions offers tailored, interactive learning experiences.**

If you are interested in customized learning experiences or looking to develop a broader training curriculum for your teams, please contact your Dedicated Advisor to learn more about this offering. This could include:

- Custom-designed learning programs or experiences to enhance your commercial teams' understanding of the health care ecosystem and their key IDN customers
- Educational modules designed around your business priorities and areas of interest
- Training delivered in a variety of formats, including:
  - E-module curriculum
  - In-person/virtual education sessions
  - Interactive, application-oriented workshops
  - Podcasts and videos
  - Cheat sheets and worksheets



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655 New York Avenue NW, Washington DC 20001  
202-266-5600 | [advisory.com](https://www.advisory.com)