

# 2021 Guide to Strategy 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 union
- The mandate for social determinants of health
- How to achieve durable 'systemness' - through Covid-19 and beyond
- Future of primary care
- How Covid-19 is transforming your service lines

# State of the union

## Recommended audience

- Board
- Executives
- Strategic planners

## Teaching methodology

Didactic presentation

## Typical length

- 60-120 minutes
- Can be customized to meet audience and needs

## GOAL

Provide an objective analysis of the biggest trends and market forces impacting hospital and health system strategy

## OVERVIEW

In a year when the public and political spotlight was already focused squarely on health care, the Covid-19 pandemic has only intensified the level of scrutiny on the industry. While sentiment toward the industry has largely improved, the outbreak has also reinvigorated conversations about the structural shortcomings of the current system. And although the debate continues to focus heavily on issues surrounding coverage and affordability, Covid-19 has introduced a new dimension—resilience—to the discussion as well.

Advisory Board's 2020 State of the Union examines the emerging focus on resilience by breaking down how purchaser motivations are (and aren't) shifting, and how the core structural elements of the delivery system—namely, our approach to developing, manufacturing, and distributing supplies and pharmaceuticals; our approach to educating, compensating, and organizing our clinical workforce; and our approach to designing, configuring, and deploying our fixed cost assets—could and should evolve as a result of the Covid-19 pandemic.

## LEARNING OBJECTIVES

After attending this session, participants will be able to:

- Understand how health care purchasers and policymakers are shifting their strategies as a result of Covid-19
- Identify how the pandemic is likely to impact provider consolidation and site-of-care shifts
- Understand how the delivery system will need to shift operating models to enable greater resilience in the future

# The mandate for social determinants of health

## Recommended audience

- Board members
- Senior executives
- Strategic planners
- Population health leaders

## Teaching methodology

Interactive workshop

## Typical length

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

## GOAL

Help health care leaders define their organizations' role in advancing health equity

## OVERVIEW

Leaders across the health care industry increasingly recognize the impact of social determinants on health. Up to half of patients' health can be attributed to their social, economic, and physical environment. The evidence is clear: social determinants have an undeniable impact on health outcomes and spending. But are today's efforts to address them enough?

This highly interactive session is designed to help health care leaders define their organizations' role in advancing health equity with the ultimate ambition of breaking the cycle of need through long-term change. This session explores the root causes of social determinants and outline five roles that provider organizations can play to address them by becoming effective community partners. The session also provides practical guidance on how to avoid common missteps and accelerate success by highlighting key takeaways from leading organizations in this field.

## LEARNING OBJECTIVES

After attending this session, participants will be able to:

- Understand the broad range of social determinants of health—and the consequences of inaction for patients and provider organizations.
- Identify root causes of social determinants of health.
- Scope potential ambitions for provider organizations and articulate long-term goals for a sustainable social determinants strategy.
- Evaluate the major roles that provider organizations can play to drive community-wide impact.

# How to achieve durable 'systemness' - through Covid-19 and beyond

## Recommended audience

- Board members
- Senior executives
- Strategic planners

## Teaching methodology

Interactive workshop

## Typical length

- 90-120 minutes
- Can be customized to meet audience and needs

## GOAL

Help leaders prioritize, clarify, and communicate their unique systemness journey.

## OVERVIEW

The Covid-19 pandemic forced health system leaders to make fast, enterprise-wide decisions—which yielded unprecedented levels of coordination and systemness. Even still, very few systems have a defined path forward that all relevant stakeholders understand and agree upon.

In this interactive workshop, participants will learn about the ten foundational elements of systemness that advance common strategy goals. They will also explore their current near term enterprise goals and identify what elements of systemness are missing and therefore preventing the organization from achieving those goals.

## LEARNING OBJECTIVES

After attending this session, participants will be able to:

- Understand how health systems are (and aren't) unlocking the advantages of scale
- Understand the ten foundational elements of systemness
- Identify which foundational elements may be missing from their organization
- Identify potential next steps to address systemness gaps

# Future of primary care

## Recommended audience

- Senior executives
- Strategic planners
- Medical group leaders

## Teaching methodology

Didactic presentation

## Typical length

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

## GOAL

Provide an overview of current trends within primary care and arm health care leaders strategies for evolving their primary care strategy

## OVERVIEW

This session examines the key drivers of primary care transformation and outlines three strategies for evolving the primary care landscape to meet stakeholder demands while also ensuring sufficient supply. To begin, the session explains how to selectively segment patients that need high-touch care into low-panel models. Second, it outlines strategies for extending clinician capacity to ensure access to the remainder of the population. Finally, the session explores how to fully deliver on the market's expectations for value by deploying virtual capabilities, embracing more data-driven forms of preventive care, and implementing next-generation compensation models.

## LEARNING OBJECTIVES

After attending this session, participants will be able to:

- Articulate the drivers of primary care transformation and the tension between the market's demands on primary care and current supply of primary care physicians.
- Evaluate how and when to deploy low-panel models.
- Understand how to extend clinician capacity to ensure sufficient access to primary care services.
- Overcome the major barriers to meeting the market's evolving expectations on primary care.
- Identify the distinct challenges for health systems in transforming primary care—and how leading organizations are addressing them.



# How Covid-19 is transforming your service lines

## Recommended audience

- Senior executives
- Strategic planners
- Service line leaders

## Teaching methodology

Didactic presentation or interactive workshop

## Typical length

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

## GOAL

Learn the ways Covid-19 will transform your service lines and how to adapt program strategy to maintain market leadership.

## OVERVIEW

The impact of Covid-19 on health system and provider finances, operations, and workforce strategy is unparalleled and will be long lasting. In response, service lines must fundamentally change core elements of their strategy and how they are structured.

This session will explore 8 mid- to long-term factors that will impact how each of the major service lines operates.

Alternatively, organizations may choose to use this time for a more interactive discussion to help them identify the impact of Covid-19 on their service lines and their strategy moving forward.

## LEARNING OBJECTIVES

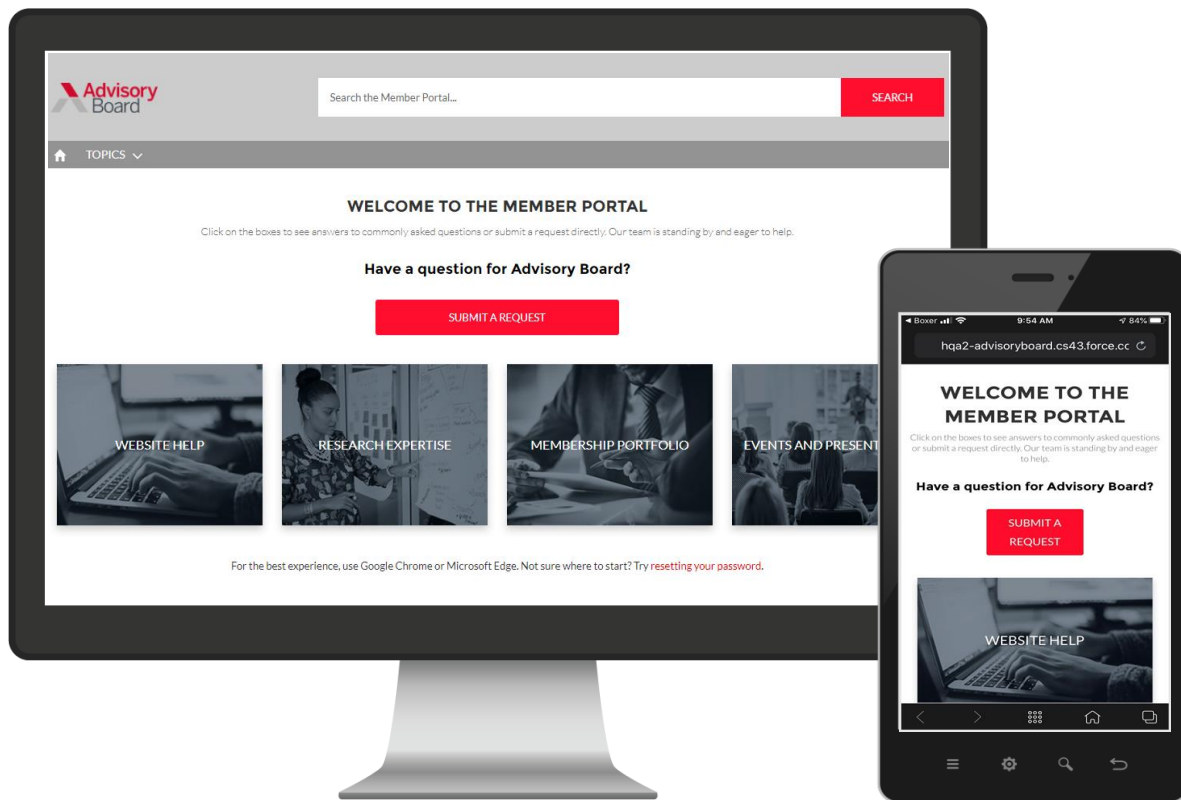
After attending this session, participants will be able to:


- Understand how Covid-19 has impacted service line strategy and operations
- Identify the implications on supply and demand, physician alignment, service footprint, and more
- Articulate where service lines should focus during the rebuilding phase

# 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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OF RESEARCH EXPERIENCE

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