

# Advisory Board's **Expert Facilitation** Current Offerings

Latest update – January 2024

# How does Advisory Board expert facilitation work?

What to expect when you engage with Advisory Board expert facilitation

Expert facilitation will educate your team on the broader industry context and how it directly relates to your organization. We can tailor content according to learning objectives and desired level of interactivity.

All expert facilitation offerings are available either virtually or in-person. This includes dedicated time for conversation and Q&A with an Advisory Board expert.

**Advisory Board offers two types of expert facilitation: interactive presentations and facilitated workshops. Here’s how those sessions differ.**

	Interactive presentations	Facilitated workshops
<b>Audience size</b>	25 – 200+	<40
<b>Time</b>	60 – 90 minutes	90 minutes – 4 hours
<b>Intended purpose:</b>	<ul style="list-style-type: none"> <li>• Share the latest industry insights with team or customers</li> <li>• Leverage Advisory Board experts to speak at a conference or event</li> <li>• Engage and educate market-facing teams</li> </ul>	<ul style="list-style-type: none"> <li>• Make concrete progress towards a defined goal</li> <li>• Unravel a challenge or advance a strategic initiative</li> <li>• Build consensus across leadership team or board</li> </ul>
<b>Level of support</b>	<ul style="list-style-type: none"> <li>• An interactive, visual learning experience on a specific topic</li> <li>• Dedicated time and conversation with one Advisory Board expert</li> </ul>	<ul style="list-style-type: none"> <li>• Support from up to two Advisory Board experts in navigating interpersonal dynamics to lead a productive discussion</li> <li>• Prioritized action steps in follow-up including key themes and takeaways</li> <li>• Interactive breakouts and group work time</li> </ul>



# Interactive presentations

Deep dive into a healthcare topic for any size audience



**Our interactive presentations are available either virtually or in-person:**

*Our experts will educate your team, board, or customers on a selected topic*

- Ideal audience size: 25 – 200+
- Session format: 60 – 90 minutes, virtual or in-person
- We will tailor the presentation to meet your learning objectives
- You'll have dedicated time and conversations with an Advisory Board expert

## What are people saying?

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“ This was one of the best presentations I have seen in a long time. The speaker was excellent.

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Brilliant, witty, incisive. So memorable!  
Learned so much.

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“ Amazing presentation, can't wait to implement the tactics with my team!

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# Interactive presentations

Our 5 most-requested sessions, addressing your most critical goals

Interactive presentation	Description
<p><b>HIGH DEMAND</b></p> <p><b>The state of the healthcare industry</b></p>	<p>Understand and prepare for the changes happening in healthcare right now. Discuss the market forces that leaders should watch and the strategic bets to navigate the industry's future structure.</p>
<p><b>NEW</b></p> <p><b>The nurse leader's guide to workforce strategy</b></p>	<p>Learn how to better support your nursing workforce. Attendees will learn both tested tactics and cutting-edge, technology-supported ideas for scaling clinical expertise, promoting top-of-license care, and strengthening the comprehensive nursing team, including aides, bedside nurses, and nurse managers.</p>
<p><b>NEW</b></p> <p><b>Why artificial intelligence matters in healthcare</b></p>	<p>Understand the future implications of technology and get ahead of the curve. Equip your leaders with an understanding of artificial intelligence (AI), why it is important now, the unique challenges AI presents in healthcare, and how organizations, leaders, and teams should respond to AI today.</p>
<p><b>Value-based care, demystified</b></p>	<p>Understand and implement value-based care (VBC). This dialogue will demystify what VBC is, what it looks like in practice, how it affects provider organizations, and current and future trends.</p>
<p><b>NEW</b></p> <p><b>New priorities for service line growth</b></p>	<p>Identify opportunities to improve service line growth strategy. Consider why health systems need to update their service line growth approaches now. Identify opportunities and learn tactics to improve growth plans.</p>

**94**  
Overall NPS score from all attendees

# Interactive presentations

Sessions to understand market trends and empower your strategy

Interactive presentation	Description
<b>Outlook for oncology</b>	<p>Explore the major trends impacting cancer care now and in the future. In this presentation, we'll share our market outlook for oncology volumes, highlight key clinical innovations, review cancer cost control efforts, unpack the data around missed cancer screenings during the pandemic. Then we'll discuss the implications these drivers have on cancer programs and their partners.</p> <p><b>Recommended for all audiences</b></p>
<b>Outlook for cardiovascular</b> <b>(available for in-person starting June 2024)</b>	<p>Learn about what market changes cardiovascular program leaders should focus their attention on in 2024. We'll explore volume forecasts, updates on site-of-care shifts, clinical innovations, forces impacting referral patterns, and the impacts of both long-COVID and new weight management drugs. Then we'll discuss the implications that each of these changes have for your team and business.</p> <p><b>Recommended for all audiences</b></p>
<b>Outlook for imaging</b>	<p>Diagnostic imaging is currently undergoing a paradigm shift. Innovations in AI are constantly redefining standards for imaging quality, while emerging regulations are forcing leaders to adopt new strategies to succeed. Meanwhile, lingering challenges continue to disrupt established referral patterns, care pathways, and staff workflows. We'll discuss the top trends impacting the imaging market and the approaches necessary to keep pace.</p> <p><b>Recommended for all audiences</b></p>
<b>Navigate the evolving high-cost drug landscape</b>	<p>2023 was a landmark year for both drug policy and drug innovation — and 2024 promises more of the same. In this presentation, we'll walk through the new drugs and policies shaping the market, as well as the challenges and opportunities these changes will provide.</p> <p><b>Recommended for all audiences</b></p>
<b>Outlook for maternal and reproductive health</b>	<p>In this presentation, we'll unpack the major trends impacting maternal and reproductive health conditions. We'll explore our market growth forecasts and implications of major trends on stakeholders across the industry. <b>Recommended for all audiences</b></p>
<b>Health systems trends</b>	<p>Learn about the 10 major trends impacting health systems this year — from financial pressures to workforce stability to generative AI. <b>Recommended for all audiences</b></p>

# Interactive presentations

Sessions to help you understand the biggest changes in healthcare

Interactive presentation	Description
<b>Adapting to evolving site-of-care shifts</b>	<p>In this session, we'll explore the top site-of-care shifts and their drivers, plus market factors, future predictions and strategies to pace your institution's shift to match your market.</p> <p><b>Recommended for all audiences</b></p>
<b>Physician landscape redefined</b>	<p>In this session, we'll examine the changes in physician employment, partnership, and outpatient care. Then discuss opportunities, vulnerabilities, and what it means for your strategy.</p> <p><b>Recommended for strategy teams</b></p>
<b>Fostering resilient and adaptive leaders</b>	<p>The conventional wisdom that additional trainings, workshops, and retreats will bolster a leader's personal resilience is falling short. Individual interventions must be paired with an organizational approach that addresses the environment that leaders operate within. In this session, we'll outline this organizational approach and teach you three strategies to cultivate sustainable leadership behaviors.</p> <p><b>Recommended for all audiences</b></p>
<b>Understand the evolution of health plan identity</b>	<p>In this session, we'll investigate the factors driving the growth of health solutions companies and how this affects health plan organizations. Assess the possibility of diversifying and determine potential pathways for doing so. Discuss what the health plan landscape may look like in the next 5 to 10 years.</p> <p><b>Recommended for all audiences</b></p>
<b>Building a better behavioral healthcare system</b>	<p>In this session, we'll unpack the root causes driving the inequity in our behavioral healthcare system and discuss the steps stakeholders across the industry must take to create structural change.</p> <p><b>Recommended for all audiences</b></p>
<b>Navigating the digital transformation in healthcare</b>	<p>In this session, we'll explore why healthcare organizations must continue to advance their digital strategies in the face of staffing challenges, changing consumer demands, and an ever-evolving competitive landscape.</p> <p><b>Recommended for all audiences</b></p>



# Facilitated workshops

Actionable working sessions for small audiences

**Our facilitated workshops are available either virtually or in-person:**

*Our experts will educate your team, board, or customers on a selected topic*

- Ideal audience size: less than 40
- Session format: 90 minutes – 4 hours, virtual or in-person
- We will tailor the workshop to meet your learning objectives
- You'll have dedicated time and conversations with an Advisory Board expert

## What are people saying?



The best thing about the session was the time to practice what we're learning. It was very helpful to try the tools we were given.

This exercise challenged me, really made us think about where we are as an organization and where we want to be.



It was relevant and right on time! It will make me think differently about our work.

# Facilitated workshops

Sessions to help you create tangible plans to address healthcare’s biggest challenges

Facilitated workshop	Description
<p><b>Examine digital inequity and how to address it</b></p>	<p>Learn what digital inequity is and why it matters for healthcare. We’ll delve into how digital disparities manifest in your community, and you will leave with strategies to promote greater equity across your patient populations.</p> <p><b>Recommended for all audiences</b></p>
<p><b>Define your role in making behavioral healthcare better for all</b></p>	<p>Explore how your organization can partner to improve the behavioral healthcare system for all — especially those most vulnerable. Through our interactive sessions, learn how the behavioral health crisis impacts key stakeholders across the healthcare industry and identify trade-offs leaders will have to make to respond to the crisis.</p> <p><b>Recommended for all audiences</b></p>
<p><b>Develop your employee value proposition</b></p>	<p>Explore the forces shaping employee expectations and, with your colleagues, create a unique employee value proposition (EVP) to position your organization as an employer of choice. Facilitators will guide you through exercises to identify and articulate your organization’s differentiated values.</p> <p><b>Recommended for all audiences</b> <b>(Can be tailored for employers of clinical or non-clinical employees)</b></p>
<p><b>Refine your sales pitch</b></p>	<p>Engage in a role-play exercise with our experts to review and constructively critique your sales pitch from the perspective of the target customer. The review includes feedback from a panel of Advisory Board experts, including suggested improvements on overall pitch and product messaging.</p> <p><b>Recommended for commercial, marketing, and/or product strategy teams</b></p>



# Facilitated workshops

Sessions to help you develop a strategy to address the changing healthcare landscape

Facilitated workshop	Description
<p><b>Plan for the future of clinical decision-making</b></p>	<p>Understand the forces that are increasing the complexity of clinical decision-making every day and develop a plan to mitigate the impact. In this workshop, we will outline three trends that will influence clinical decision-making in the next 10 years and help your organization create a strategy to support clinicians in the years to come.</p> <p><b>Recommended for all audiences</b></p>
<p><b>Future-proof your consumer strategy</b></p>	<p>We will discuss how patient preferences and behaviors might evolve in the future, reflecting on the implications and how they may affect consumer strategies today. Through a futurism exercise, we'll explore actionable ideas, and you'll leave with tangible steps to enable current consumer strategies and a framework to guide future planning.</p> <p><b>Recommended for organizations that serve healthcare consumers/patients</b></p>
<p><b>Place your bets on the future of healthcare</b></p>	<p>Does your strategic plan match the current reality of where the healthcare industry is headed? Experience this interactive workshop facilitated by Advisory Board experts to find the answer to that question — and what your team should do in response.</p> <p><b>Recommended for all audiences</b></p>
<p><b>NEW</b></p> <p><b>Leading the workforce of the future</b></p>	<p>Explore new approaches to building and sustaining your workforce. Participants will explore applicable recommendations for reducing stress, influencing and engaging teams through problem solving and ongoing dialogue, and remaining flexible while effecting change.</p> <p><b>Recommended for all leaders</b> (Can be tailored for employers of non-clinical or clinical employees, including nursing)</p>

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# Tailored learning journeys to fit your needs

Our curated learning pathways are carefully designed to help your team develop actionable insight on the issues most relevant to their work

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## Grappling with workforce challenges?

**Fostering resilient and adaptive leaders**  
Ground your group in the current challenges  
(Interactive presentation)

*Followed by*

**Develop your employee value proposition**  
Put into action a clear plan to become an employer of choice  
(Facilitated workshop)

## Need your sales team to better understand your clients?

**State of the healthcare industry**  
Ensure your sales team understands the healthcare dynamics in play today  
(Interactive presentation)

*Followed by*

**Refine your sales pitch**  
Test their sales pitches to ensure they are best positioned with your customers  
(Facilitated workshop)

## Unsure if your growth strategy is durable?

**New priorities for service line growth**  
Identify opportunities and learn tactics to improve your organizations own growth plans  
(Interactive presentation)

*Followed by*

**Future-proof your consumer strategy**  
Shift your attention to your consumer strategy to ensure your current strategies are in line with future needs  
(Facilitated workshop)



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