

Ask Advisory

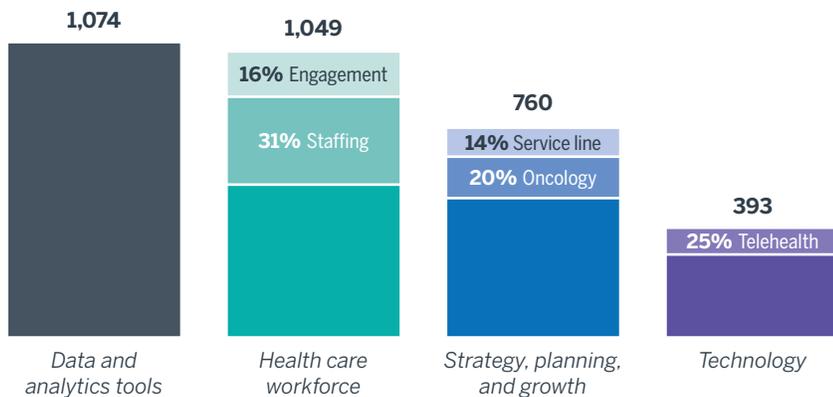
On your radar

2021 Annual Report

What are health care leaders thinking about? Advisory Board's AskAdvisory service directly interacts with 1,000+ members every month. On Your Radar consolidates this unique insight to enhance your understanding and deepen your connections.

2021 TREND SNAPSHOT

6,500+ questions about our research in 2021.
Half were about these four topics:



An average week in 2021

Based on case volumes, every week:

20 health care leaders were seeking help with their workforce

15 wanted support with strategy

10 were grappling with technology

BEHIND THE DATA

What do these trends reflect?

Trend	Our take	Related resources
In a year of uncertainty, members craved a deeper understanding of how to use real world data to inform their decision-making.	No one can predict the future, but better data can get you closer. Level up projections by using real world data when ever possible.	<ul style="list-style-type: none"> Resource: Data and Analytics Navigator
The biggest story of 2021 has been the workforce shortage, especially nurses.	The nursing shortage is a strategic health care challenge that requires a commitment from the entire c-suite, not just the CNO.	<ul style="list-style-type: none"> Podcast: The biggest crisis of 2021 isn't Covid-19—it's nursing shortages Blog post: The six hard truths about the nursing workforce
In 2020, strategic plans fell apart, and organizations have been struggling to reclaim a sense of control ever since.	After two years of constant recalibration organizations must fundamentally re-think their approach to strategic planning.	<ul style="list-style-type: none"> Blog post: After two years of pandemic-spurred disruption, it's time we leave the traditional strategic planning approach behind
With telehealth demand still going strong in 2021, it's clear that the shift to virtual care delivery is here to stay.	This level of change is polarizing. Some rush to be at the forefront, while others struggle to get buy-in. In 2022, organizations should develop a strategy for which virtual services make sense.	<ul style="list-style-type: none"> Our take: Why many physicians still avoid telehealth Our take: Meet the rising bar for virtual patient experience