2024 Editorial Calendar

Research topics

Key topic areas for thought leadership and brand alignment

**The state of the industry**
- The policy and payment changes shaping healthcare
- The future of corporate care delivery infrastructure
- How to prepare for a future defined by high-cost drugs

**Health systems and hospitals**
- The future of the acute care operating model
- How the hospital of the future will be different than today
- How the IDN of the future will be different than today
- How a broad view of value will impact health system purchasing

**Digital health**
- The roadmap for generative AI in healthcare
- The evolving digital consumer experience

**Oncology**
- Trends shaping oncology
- The cancer center of the future

**Cardiovascular**
- CV trends

**Specialty care and therapeutic areas**
- Trends shaping CV, ortho, diabetes, oncology, women’s health, and more
- Blueprint for specialty care growth
- Next-generation service line models

**Clinical innovation and treatment**
- The next wave of innovation and what it means for access
- Preparing for the next generation of personalized medicine
- Preparing for the pan-therapeutic shift to tailored care

**Physician landscape**
- The relationship between physician employment and loyalty
- How the physician landscape is changing
- How technology is changing clinical roles and decision-making
- The future of surgeons and surgery

**Workforce and clinical operations**
- The tech-enabled workforce
- Maturity model for hospital clinical operations
Health plan strategy
• The future of risk adjustment
• How the health plan identity is evolving
• The outlook for Medicare Advantage, commercial insurance, and Medicaid

Consumers
• What lies ahead for consumer-centric primary care

Future of care delivery
• What ambulatory surgery will look like in 2030
• How to manage the shift toward ambulatory surgery
• The partnership opportunities in ambulatory care

Payment transformation
• Maturity model for value-based care
• Medicare Advantage’s impact on the future of risk

Survey topics
• Women’s lifetime healthcare preferences
• Cancer care preferences
• Telehealth preferences
• Site-of-care preferences
• Physician employment preferences
• Clinician sentiment
• Surgeon financial literacy
• Path to value
• Health system capital spending

Interested in showcasing your brand around an upcoming topic? Reach out, and we’ll be in touch to discuss your options.

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2024 Advisory Board Events

Summits (≈300 in-person, 200 virtual attendees)

VALUE SUMMIT
Raising the Value Bar
April 23–24 | New Orleans
July 16–17 | Virtual

CLINICAL INNOVATION SUMMIT
Revolutions in Specialty Care
June 11–12 | Chicago
October 8–9 | Virtual

STRATEGY SUMMIT
Pivots for a Sustainable Future
September 10–11 | Phoenix
December 10–11 | Virtual

Roundtables (≈40 attendees)

Reinventing Clinical Workforce Strategy
February 21 | Virtual

AI: Defining Your Early-Mover Advantage
May 22 | Virtual

Shaping the New Era of Value-Based Care
August 27 | Virtual

The Future of Specialty Care
November 6 | Virtual
Webinar topics

**JANUARY–MARCH**
- The 10 major trends impacting health systems now—and how to address them
- The biggest trends in the pharmaceutical market for 2024
- Future of cancer care
- 10 things CEOs need to know in 2024
- Physician landscape update
- Key trends shaping life sciences strategies
- 2024 market forecasts from our Market Scenario Planner
- Defining value and the shift to value-based care

**Featured series:** Sectors 101
- Health systems, health plans, and medical groups

**Featured series:** Medicare Advantage
- The Medicare Advantage growth playbook
- Financial sustainability in Medicare Advantage

**APRIL–JUNE**
- Specialty care innovation and affordability
- Patient care preferences and consumer insights
- Digital health market trends
- Life sciences market trends

**Featured series:** Specialty care market trends
- Oncology, maternal and reproductive health, infusion, and cardiovascular market trends

**JULY–SEPTEMBER**
- Insights from our strategic planning survey
- Lab market trends

**Featured series:** Specialty care market trends
- Diabetes and obesity, neuro, musculoskeletal, and imaging market trends

**Featured series:** State of the healthcare industry
- State of the industry heading into 2025

**OCTOBER–DECEMBER**
- Value-based care 101

**Featured series:** Health plan line of business outlook
- Employer, Medicare Advantage, Medicaid, and individual market outlooks

**Featured series:** How to be a better manager
- How to engage your staff
- How to coach staff year-round
- How to advocate for yourself
- How to lead inclusively

See an event your brand would like to sponsor? Our roundtables and webinars can be customized to align with your growth and revenue objectives.

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Are you looking for new ways to get your brand and thought leadership in front of healthcare leaders?

For the last 40+ years, Advisory Board has distilled complex healthcare challenges into research-backed, forward-looking insights, becoming an authoritative source for content.

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**WHO WE WORK WITH**

Hospitals and health systems, medical groups, life sciences executives, payers, digital health companies, suppliers and purchased services, post-acute care providers

40+ years focused on healthcare

200+ experts on our team

4,500+ partners across the industry

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11K+ readers per post

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72K+ attendees in 2022

And more...

**EXAMPLE CONTENT TYPES**

**Articles**
Showcase your thought leadership via digital articles on advisory.com.

**Live event activations**
Create networking or thought leadership impact at our exclusive live events.

**Infographics**
Create visual breakdowns of complex healthcare topics for your audiences.

**Sponsor-supplied content**
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