



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

- Cancer care consumer preferences
- Clinician sentiment of technology
- Consumer telehealth
- Employer: Health benefit priorities
- Health plan executive survey
- Health system capital expenditures
- Individual market: How consumers make ACA insurance decisions
- Medicare Advantage: What seniors want from their MA plan
- Medical group financial and operations benchmarking
- Nursing
- Outpatient access benchmarks
- Patient site-of-care preferences
- Payer-provider dynamics
- Specialty access care
- Surgeon employment preferences
- Surgeon financial literacy
- Turnover
- Women's health consumer preferences
- Workforce technology: Purchaser sentiment
- Workforce technology: Clinician

2024 Advisory Board Events

Summits (≈200 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

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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EXAMPLE CONTENT TYPES

Articles

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Create networking or thought leadership impact at our exclusive live events.

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Create visual breakdowns of complex healthcare topics for your audiences.

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