

# 2024 Webinar Calendar

## 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 health 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 101: What health system leaders are prioritizing in 2024
- Health plans 101: What health plan leaders are prioritizing in 2024
- Medical Groups 101: What medical group leaders are prioritizing in 2024

### *Featured Series: Medicare Advantage*

- 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 market trends
- Maternal and reproductive health market trends
- Infusion market trends
- Cardiovascular market trends



## July—September

- Insights from our strategic planning survey
- Lab market trends

### *Featured Series: Specialty Care Market Trends*

- Diabetes and obesity market trends
- Neuro market trends
- Musculoskeletal market trends
- Imaging market trends

### *Featured Series: State of the Healthcare Industry*

- State of the industry heading into 2025 – Part 1
- State of the industry heading into 2025 – Part 2
- State of the industry heading into 2025 – Part 3
- State of the industry heading into 2025 – Part 4

## October—December

- Value-based care 101

### *Featured Series: Health Plan Line of Business Outlook*

- Employer market outlook
- Medicare Advantage market outlook
- Medicaid market outlook
- Individual market outlook

### *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

*And more...*

# 2024 Webinar Descriptions

Webinar	Description
<b>10 things CEOs need to know in 2024</b>	Understand the health care industry's most urgent challenges—and greatest opportunities. We cover topics like costs and prices, margins and capital, staffing, policy changes, and other disruptive market forces.
<b>The 10 major trends impacting health systems now—and how to address them</b>	Health systems are facing a variety of challenges, including financial pressures, workforce instability, and emerging technologies like generative AI. Join this webinar to hear our insights on the top 10 trends impacting health systems right now and the implications they'll have for key industry stakeholders going forward
<b>The biggest trends in the pharmaceutical market for 2024</b>	2023 was a landmark year for both drug policy and drug innovation — and 2024 promises more of the same. In this webinar, we walk through the policies shaping the pharmaceutical drug market, the impact of increasing drug competition, and how healthcare stakeholders are responding to high-cost drugs.
<b>Physician landscape update</b>	We will unpack the forces that are shaping the future of physician practice and loyalty, including policy, politics, private sector players, & more.
<b>Key trends shaping health life sciences strategies</b>	Understand the market shifts and major demographic, clinical and operational trends shaping life sciences leaders' real-world data (RWD)/real-world evidence (RWE), market access, and customer engagement strategies.
<b>2024 market forecasts from our Market Scenario Planner</b>	We break down the key insights and projections coming out of our Market Scenario Planner.
<b>Webinar Series: Medicare Advantage</b>	Understand how the Medicare Advantage landscape has changed, how plans are measuring success in MA, and how to fine tune risk adjustment and STARS practices. Sessions include: <ul style="list-style-type: none"> <li>• Medicare Advantage Growth Playbook</li> <li>• Financial Sustainability in Medicare Advantage</li> </ul>
<b>Future of Cancer Care</b>	Learn our predictions about how the cancer care team, patient experience, payment system, and competitive landscape will change by 2030
<b>Webinar Series: Sectors 101 Series</b>	Get insight into the key trends shaping different health care sectors in 2024, understand their current priorities, and learn how to build lasting partnerships. Sectors covered will include: <ul style="list-style-type: none"> <li>• Health systems</li> <li>• Health plans</li> <li>• Medical groups</li> </ul>
<b>Defining value and the shift to value-based care</b>	Understand how organizations are measuring value and how the industry is progressing on the shift towards value-based payment.
<b>Specialty care innovation and affordability</b>	Understand how new technologies and innovations are impacting specialty care, primary care, ambulatory care, and more.

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<b>Webinar Series: Specialty Care Market Trends</b>	<p>This webinar series will cover the latest trends and data impacting various specialty care areas across 2024, including growth projections, disruptive innovations, and implications for various stakeholders. Specialty care areas covered will include:</p> <ul style="list-style-type: none"> <li>• Oncology</li> <li>• Maternal and Reproductive Health</li> <li>• Infusion</li> <li>• Cardiovascular</li> <li>• Diabetes and Obesity</li> <li>• Neuro</li> <li>• Musculoskeletal</li> <li>• Imaging</li> </ul>
<b>Insights from our strategic planning survey</b>	<p>Join us as we examine results from our annual survey of hospital and health system strategic planners. We will take a pulse check on the priorities, financial performance, and areas of focus for health systems across the United States.</p>
<b>Patient care preferences and consumer insights</b>	<p>Join us as we dive consumer survey data to understand what drives consumer preferences and experience, and what the implications of evolving consumer choice are for your organization.</p>
<b>Digital health market trends</b>	<p>Understand the latest forces, emerging technologies, and investment trends shaping the industry and why organizations must advance their digital strategies in the face of new challenges and increased competition.</p>
<b>Life sciences market trends</b>	<p>Learn about the top forces and trends impacting the life sciences industry and the market for clinical evidence.</p>
<b>Lab market trends</b>	<p>Understand the major trends impacting the lab market and implications for cross-industry stakeholders.</p>
<b>Webinar Series: State of the Healthcare Industry</b>	<p>We discuss the market forces shaping today's health care business environment, and the key strategic decisions that will shape the industry for the next 5-10 years.</p>
<b>Value-based care 101</b>	<p>We will cover the basics of value-based care and the different types of payment models. We will also unpack current plan and provider attitudes on risk-based payment models and major challenges.</p>
<b>Webinar Series: Health Plan Line of Business Outlook</b>	<p>Understand the latest policy changes and growth trends impacting different health plan lines of business, including:</p> <ul style="list-style-type: none"> <li>• Medicare Advantage</li> <li>• Medicaid Managed Care</li> <li>• Individual</li> <li>• Employer-Sponsored Insurance</li> </ul>
<b>Webinar Series: How to be a Better Manager</b>	<p>We provide tips and tricks to help you better manage and lead your team. Session topics include:</p> <ul style="list-style-type: none"> <li>• How to Engage your Staff</li> <li>• How to Coach Staff Year Round</li> <li>• How to Advocate for Yourself</li> <li>• How to Lead Inclusively</li> </ul>