

Expert facilitation: Advisory Board's current offerings

Latest update – January 2025

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 broad context of the healthcare industry and how it directly relates to your organization. Our experts can present to your team virtually or come in person. We can tailor content according to your learning objectives and desired level of interactivity.

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

	Interactive presentations	Facilitated workshops
Audience size	25 – 200+	<40
Time	1 – 2 hours	2 – 4 hours
Intended purpose:	<ul style="list-style-type: none"> • Share the latest industry insights with team or customers • Leverage Advisory Board experts to speak at a conference or event • Engage and educate market-facing teams 	<ul style="list-style-type: none"> • Make concrete progress toward a defined goal • Unravel a challenge or advance a strategic initiative • Build consensus across leadership team or board
Level of support	<ul style="list-style-type: none"> • An interactive, visual learning experience on a specific topic • Dedicated time and conversation with one Advisory Board expert 	<ul style="list-style-type: none"> • Support from up to two Advisory Board experts in navigating interpersonal dynamics to lead a productive discussion • Prioritized action steps in follow-up including key themes and takeaways • Interactive breakouts and group work time

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: 1 – 2 hours, 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 to plan the session in advance

What are people saying?

“

This was one of the best webinars that I have attended in multiple years. The presenter was clear, knowledgeable, and fun.

This was my first experience with the Advisory Board, and I found the information accessible, fascinating, and applicable.

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The content was very applicable to the world of healthcare that we are living in today. The expert discussed challenges and opportunities that we are facing in our institution and ways to address them.

Interactive presentations

Our most-requested sessions, addressing your most critical goals

State of the healthcare industry

- Understand and prepare for the biggest changes happening in healthcare right now. Discuss the market forces leaders should watch and the strategic bets leaders should make to navigate the industry's future dynamics.
- **Recommended for all audiences**

Why artificial intelligence matters in healthcare

- 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.
- **Recommended for all audiences**

Value-based care, demystified

- Understand and implement value-based care (VBC). This dialogue will clarify what VBC is, what it looks like in practice, and how it affects provider organizations. It will also delve into current and future trends.
- **Recommended for all audiences**

New priorities for service line growth

- Identify opportunities to improve service line growth strategy. Consider why health systems need to update their service line growth approaches now. Pinpoint opportunities and learn tactics to improve growth plans.
- **Recommended for service line leaders, strategy and planning teams, and executive teams**



250+ “State of the healthcare industry” presentations delivered in 2024

Interactive presentations

Sessions to help you plan for the future of healthcare

The future of cancer care — and how to prepare

- By 2030, growth in demand and costs, coupled with new technologies and disruptors, will change how cancer care is delivered, experienced, and paid for. Explore our predictions for the future of cancer care, including the trends shaping the trajectory of cancer care and actionable takeaways for leaders across the industry.
- Recommended for all audiences

The future of cardiovascular care – how to adapt your CV care strategies for a new generation

NEW! Available April 2025

- In the next 10 years, a new generation of cardiovascular patients and physicians will demand changes that our current delivery models can't sustain. Health system priorities will need to shift and shrink, while nontraditional providers emerge to fill the gaps. This session explores these changes reshaping care delivery and unpacks key strategic pivots that cardiovascular service line leaders need to make to ensure future success.
- Recommended for all audiences, can be tailored to focus on implications for service line or life sciences leaders

Build the ambulatory network of the future

NEW! Available April 2025

- As care delivery evolves across diverse sites of care, providers and their partners are planning their future ambulatory footprints. Progressive organizations will need to clearly define their goals and map the required capabilities and services to future designs. This session will review varied ambulatory network models that contribute to new market ambitions while enhancing patient care.
- Recommended for hospital and health system audiences

How will health systems grow in 2025?

NEW! Available January 2025

- You know you need to grow in 2025 — but how? In this presentation, we'll discuss how structural dynamics are impacting volumes, how your peers are approaching growth (and what we think market-leading performance looks like), and the changes needed to sustain (and accelerate) your growth ambitions in 2025 and beyond.
- Recommended for all audiences — especially strategy, planning, growth, and business development teams

Interactive presentations

Sessions to help you plan for the future of healthcare

Broaden your definition of the nursing care team

- Nursing care teams are the heart of inpatient care, but the current distribution of work is unsustainable. In this session, we'll unpack the challenges of traditional, RN-heavy care delivery models — including how those challenges are exacerbated by both a nurse shortage and less-experienced RN workforce — and uncover actionable ideas for change. We'll also delve into what fully integrating technology into the nursing workforce could look like.
- Topic eligible for continuing education (CE) contact hours for registered nurses
- Recommended for all audiences, specifically nurse leaders

Playbook for reducing LOS: Lessons from provider peers

**NEW! Available
January 2025**

- You keep hearing that patients are sicker, staffing levels are insufficient, and post-acute closures are driving up length of stay. But how much of this is true? And what kind of return could you unlock if you addressed these factors? Chasing solutions to those problems will be costly and you'll be up against established market players. Instead, join us as we reveal our playbook for reducing length of stay and optimizing patient flow — tactics we know will have an immediate impact and be worth the investment.
- Recommended for operations, improvement, and planning teams within hospitals and health systems

The VBC roadmap: Case studies of successful health systems

**NEW! Available
January 2025**

- Many health system leaders hesitate to deepen their commitment to value-based care (VBC) because of a lack of consistently successful examples. But our research identified several effective plan-provider models worth emulating. This discussion dissects the strategies of four organizations that are deep in their VBC journey, highlighting the practices key to their success. During this presentation, you will gain actionable insights on how successful health systems moved from being VBC dabblers to VBC powerhouses.
- Recommended for all audiences, especially health systems

Interactive presentations

Sessions to help you plan for the future of healthcare

Mind the gap: Building enterprise leadership capacity to thrive in complexity

- We will explore why traditional leadership practices are no longer enough in today's volatile, uncertain, complex, and ambiguous operating environment. You'll learn about the shifts required to increase enterprise leadership capacity based on our decades of work with thousands of leaders across the healthcare industry.
- Topic eligible for continuing education (CE) contact hours for registered nurses
- **Recommended for all audiences**

The top priorities for health plans today — by line of business

- Explore the top priorities for health plans today and how plans are positioning themselves for future success. These presentation materials are constantly being updated based on Advisory Board's latest research to capture the pulse of the health plan market. In addition to big picture priorities — such as corporate strategy, member experience, provider relations, etc. — presentation materials detail the latest in:
 - Employer-sponsored insurance
 - Medicare Advantage
 - Medicaid managed care
 - Individual market
- For organizations interested in a presentation dedicated to a single line of business, we are happy to unpack those themes in greater depth as a stand-alone presentation.
- **Recommended for health plans and/or audiences looking to understand the health plan market**

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: Fewer than 40 people
- Session format: 2 – 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 to plan the session in advance

What are people saying?

“

I thought the Advisory Board presenter was great. I really enjoyed the set-up of how to move from insight to action. That is something I will use all the time moving forward. Thank you!

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

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Sparked thought process of how best to support my team and build those foundations.

Facilitated workshops

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

Assess your organization's performance in VBC

NEW! Available January 2025

- How prepared is your health system for the healthcare industry's shift to value-based care (VBC)? During this workshop, participants will use Advisory Board's VBC self-assessment tool to evaluate their organization's performance in VBC and discuss action steps for progress.
- **Recommended for strategy, clinical, and operations leaders at provider organizations and their teams**

Develop your employee value proposition

- 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.
- **Recommended for all audiences (can be tailored for employers of clinical or non-clinical staff)**

Bedside nursing reimagined: How to appeal to the next generation

- Work with your peers to elevate the most pressing challenges in bedside nurse retention and participate in a solution-oriented debate regarding lack of interest in working at the bedside. During this session, we'll evaluate options for ensuring that nursing roles can meet the needs of the organization while also meeting the needs of the nurses themselves — and in doing so, make the bedside a better place to build a career.
- Topic eligible for continuing education (CE) contact hours for registered nurses
- **Recommended for nurse leaders and HR partners**

Facilitated workshops

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

Mastering health system buyer personas

- Evolving market dynamics are changing health system purchasing behaviors. In response, partner organizations must navigate new stakeholders, purchasing processes, and expectations from their customers. In this workshop, your team will gain a deeper understanding of key stakeholder personas and their priorities when making purchasing decisions. This session also includes small group breakouts to determine how best to engage key personas and support them as trusted strategic partners.
- Recommended for organizations that support hospitals and health systems

Refine your sales pitch

- Engage in a role-play exercise with our experts to review and constructively critique your sales pitch from the perspective of your target customer. The review includes feedback from a panel of Advisory Board experts, including suggested improvements on overall pitch and product messaging.
- Recommended for commercial, marketing, and/or product strategy teams

Place your bets on the future of healthcare

- 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.
- Recommended for all audiences

Facilitated workshops

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

Pursuing differentiated health system growth

NEW! Available April 2025

- Health system finances will remain strained in 2025, leading many to approach growth differently. Rather than focusing on patient volumes and topline revenue from historically strong service lines, leaders are embracing two shifts in mindset: from growing to get bigger to growing to get stronger, and from focusing on conventional service lines strategies to identifying and cultivating a comparative advantage. This interactive workshop highlights several health systems that are pursuing differentiated avenues of growth. Our facilitators will guide your strategy team through our framework to begin identifying potential growth opportunities for your organization.
- Co-created and co-facilitated session with Optum Advisory
- **Recommended for health system executives and strategy teams**

Equip leaders to thrive in a changing environment

- Healthcare organizations cannot afford to buy their way out of today's workforce challenges of high turnover and burnout. Effective leaders are one of the most powerful levers to retain and engage employees and deliver on organizational goals. Our workshops prepare leaders with critical skills through hands-on and interactive problem-solving of your biggest challenges. Organizations may select one of the following topic areas per workshop. We recommend organizations partner with us through a tailored learning journey incorporating multiple workshops.
 - Impact through influence
 - Championing change
 - Leader sustainability
 - Enhancing interprofessional collaboration
 - Engaging the workforce of the future
 - Navigating uncertainty
- Topics eligible for continuing education (CE) contact hours for registered nurses
- **Recommended for all leaders (can be tailored for employers of non-clinical or clinical staff, including nursing)**



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