

# Advisory Board's **Expert Facilitation** Current Offerings

Latest update – August 2023

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# How does it work?

What to expect when you engage with Advisory Board Expert Facilitation

## All Expert Facilitation offerings:

- Are available either virtually or in-person
- Educate your team on the broader industry context and how it directly relates to your organization
- Can be tailored according to learning objective and desired level of interactivity
- Include dedicated time for conversation and Q&A with an Advisory Board expert

## Here's how they differ:

	Presentations	Workshops
<b>Cost</b>	\$	\$\$
<b>Audience size</b>	25 – 200+	<40
<b>Time</b>	60 – 90 minutes	90 minutes – 4 hours
<b>I want to:</b>	<ul style="list-style-type: none"> <li>• Share the latest industry insights with my team or customers</li> <li>• Leverage Advisory Board experts to speak at a conference or event</li> <li>• Engage and educate market-facing teams</li> </ul>	<ul style="list-style-type: none"> <li>• Make concrete progress towards a defined goal</li> <li>• Unravel a challenge or advance a strategic initiative</li> <li>• Build consensus across my leadership team or board</li> </ul>
<b>Level of support</b>	<ul style="list-style-type: none"> <li>• An interactive, visual learning experience on a specific topic</li> <li>• Dedicated time and conversation with one Advisory Board expert</li> </ul>	<ul style="list-style-type: none"> <li>• Support from up to two experts in navigating interpersonal dynamics to lead a productive discussion</li> <li>• Prioritized actions steps in follow-up including key themes and takeaways</li> <li>• Interactive breakouts and group work time</li> </ul>



# Interactive presentations

What to expect when you engage with Advisory Board Expert Facilitation

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**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: 60 – 90 minutes. 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

## What are people saying?

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“ This was one of the best presentations I have seen in a long time. The speaker was excellent.

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Brilliant, witty, incisive. So memorable!  
Learned so much.

”

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“ Amazing presentation, can't wait to implement the tactics with my team!

# Essential Insights

Our most popular topics, your most critical goals

Goal	Solution
Understand how to best prepare for the changes happening in healthcare right now	<p><b>1. The State of the Healthcare Industry</b> <span style="color: red;">HIGH DEMAND</span></p> <p>Discuss the market forces that leaders should watch and the strategic bets to navigate the industry’s future structure.</p>
Support the nursing workforce	<p><b>2. The Nurse Leader’s Guide to Workforce Strategy</b> <span style="color: red;">NEW</span></p> <p>Attendees will learn both tested tactics and cutting-edge, technology-supported ideas for scaling clinical expertise, promoting top-of-license care, and strengthening the comprehensive nursing team, including aides, bedside nurses, and nurse managers</p>
Understand the future implications of technology and get ahead of the curve	<p><b>3. Why Artificial Intelligence Matters in Healthcare</b> <span style="color: red;">NEW</span></p> <p>Equip your leaders with an understanding of artificial intelligence, why it is important now, the unique challenges AI presents in healthcare, and how organizations, leaders, and teams should respond to AI today.</p>
Unpack and implement value-based care	<p><b>4. Value-Based Care, Demystified</b></p> <p>Learn current perspectives on risk-based payment models, potential hurdles, and how health plans can support provider success in value-based care.</p> <div style="float: right; border-left: 1px solid black; padding-left: 5px;"> <p><b>94</b> Overall NPS score from all attendees</p> </div>
Identify opportunities to improve service line growth strategy	<p><b>5. New Priorities for Service Line Growth</b> <span style="color: red;">NEW</span></p> <p>Consider why health systems need to update their service line growth approaches now. Identify opportunities and learn tactics to improve growth plans.</p>

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# Understand markets, empower strategy

Gain an understanding of current landscape and how it will impact your strategy. Each market below is a separate 60 – 90 minute presentation.

**Recommended for all audiences**

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## Uncover opportunities in one of these key markets

- Pharmacy
- Oncology (*virtual only*)
- Cardiovascular (*virtual only*) **UPDATED**
- Imaging
- Post Acute
- Maternal and Reproductive Health (*coming in October*)

## Key learning objectives

- Analyze current trends shaping the selected market
- Discuss implications for stakeholders across the industry that are impacted by these market forces
- Share Advisory Board's predictions on where the market is headed
- Reflect on how this might adjust your organization's strategy



Need help setting your broader service line growth plan?  
Check out our presentation -  
**Your New Priorities for Service Line Growth.**

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# Understand the changing landscape, activate strategy

Healthcare is constantly changing—from workforce to site of care shifts—we’ve got you covered to stay one step ahead in your strategy.

<b>Adapting to Evolving Site-of-Care Shifts</b>	<p>In this session, explore the top site-of-care shifts and their drivers, plus market factors, future predictions and strategies for getting ahead.</p> <p><b>Recommended for all audiences</b></p>
<b>Physician Landscape Redefined</b>	<p>In this session, examine the changes in the physician landscape including policy, politics, and private sector influences. Then address frequently held beliefs about the status of physician practice and the reality of those beliefs.</p> <p><b>Recommended for all audiences</b></p>
<b>Fostering Resilient and Adaptive Leaders</b>	<p>In this session, learn strategies to foster an environment of resilient leaders.</p> <p><b>Recommended for all audiences</b></p>
<b>Understand the Evolution of Health Plan Identity</b>	<p>In this session, investigate the factors driving the growth of health solutions companies, and how this affects health plan organizations. Assess the possibility of diversifying and determine potential pathways for doing so. Discuss what the health plan landscape may look like in the next 5-10 years.</p> <p><b>Recommended for all audiences</b></p>
<b>Building a Better Behavioral Healthcare System</b>	<p>In this session, unpack the root causes driving the inequity in our behavioral healthcare system and discuss the steps stakeholders across the industry must take to create structural change.</p> <p><b>Recommended for all audiences</b></p>
<b>Navigating the Digital Transformation in Healthcare</b>	<p>In this session, explore why healthcare organizations must continue to advance their digital strategies in the face of staffing challenges, changing consumer demands, and an ever-evolving competitive landscape.</p> <p><b>Recommended for all audiences</b></p>



# Facilitated workshops

What to expect when you engage with Advisory Board Expert Facilitation

**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: less than 40
- 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

## What are people saying?



The best thing about the session was the time to practice what we're learning. It was very helpful to try the tools we were given.

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



It was relevant and right on time! It will make me think differently about our work.



# Understand challenges, create action plans

There are many challenges to grapple with in this moment. Let us help your organization create tangible plans to address some of the biggest challenges in the industry today.

<b>Examine Digital Inequity and How to Address It</b>	<p>Learn what digital inequity is and why it matters for healthcare. We'll delve into how digital disparities manifest in your community, and you will leave with strategies to promote greater equity across your patient populations.</p> <p><b>Recommended for all audiences</b></p>
<b>Define Your Role in Making Behavioral Healthcare Better for All</b>	<p>Explore how your organization can partner to improve the behavioral healthcare system for all—especially those most vulnerable. Through our interactive sessions, learn how the behavioral health crisis impacts key stakeholders across the healthcare industry and identify tradeoffs leaders will have to make to respond to the crisis.</p> <p><b>Recommended for all audiences</b></p>
<b>Develop Your Employee Value Proposition</b>	<p>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 guide you through exercises to identify and articulate your organization's differentiated values.</p> <p><b>Recommended for all audiences.</b> <b>(Can be tailored for employers of clinical or non-clinical employees)</b></p>
<b>Refine Your Sales Pitch</b>	<p>Engage in a role-play exercise with our experts to review and constructively critique your sales pitch from the perspective of the target customer. Review includes feedback from a panel of Advisory Board experts, including suggested improvements on overall pitch and product messaging.</p> <p><b>Recommended for commercial, marketing, and/or product strategy teams</b></p>

# Prepare for the future, develop strategy

While we don't have a crystal ball to see into the future, we can help you develop a strategy that considers the changing healthcare landscape

<p><b>Plan for the Future of Clinical Decision-Making</b></p>	<p>Understand the forces that are making clinical decision-making more complex every day and develop a plan to mitigate the impact. In this workshop, we outline three trends that will influence clinical decision-making in the next 10 years and guide your organization to develop market access and clinical engagement strategies.</p> <p><b>Recommended for all audiences</b></p>
<p><b>Future-proof Your Consumer Strategy</b></p>	<p>Discuss how patient preferences and behaviors might evolve in the future, reflecting on the implications and how they may affect consumer strategies today. Through a futurism exercise, explore actionable ideas and leave with tangible steps to enable current consumer strategies and a framework to guide future planning.</p> <p><b>Recommended for organizations that serve healthcare consumers/patients</b></p>
<p><b>Place Your Bets on the Future of Healthcare</b></p>	<p>Participate in an interactive market scenario planning session to envision where healthcare is headed—and reflect on how prepared your organization is for the future.</p> <p><b>Recommended for commercial, marketing, and/or product strategy teams</b></p>
<p><b>NEW</b></p> <p><b>Leading the Workforce of the Future</b></p>	<p>Explore new approaches to building and sustaining your workforce. Participants will explore applicable recommendations for reducing stress, influencing and engaging teams through problem solving and ongoing dialogue, and remaining flexible while effecting change.</p> <p><b>Recommended for all leaders</b> (Can be tailored for employers of non-clinical or clinical employees, including nursing)</p>

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# Tailored learning journeys to fit your needs

Our curated learning pathways are carefully designed to help your team develop actionable insight on the healthcare issues most relevant to their work

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## Grappling with **workforce challenges**?

### Fostering Resilient and Adaptive Leaders

Ground your group in the current challenges



### Employee Value Proposition

Put into action a clear plan to become an employer of choice

## Need your sales team to better understand **your clients**?

### State of the Industry

Ensure your sales team understands the healthcare dynamics in play today



### Refine Your Sales Pitch

Test their sales pitches to ensure they are best positioned with your customers

## Unsure if your **growth strategy** is durable?

### New Priorities for Service Line Growth

Identify opportunities and learn tactics to improve your organizations own growth plans



### Future-proof your Consumer Strategy

Shift your attention to your consumer strategy to ensure your current strategies are in line with future needs



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655 New York Avenue NW, Washington DC 20001  
202-266-5600 | [advisory.com](https://www.advisory.com)