
Advisory Board commitment to objectivity

Since its founding, Advisory Board has earned the trust of our members by delivering objective research, analysis, and guidance while upholding the highest standards of confidentiality.

Here's how we protect our impartiality and find unbiased solutions to the most pressing problems in healthcare.

- **How we safeguard our objectivity**

- We choose our research topics by listening to what members need most. Our rigorous agenda-setting process and root-cause analysis helps protect the integrity of our insights, and our researchers hold each other accountable to our high expectations for impartial, high-quality work.
- We conduct expansive and dispassionate searches for the “right answer.” This includes identifying insights or recommendations that:
 - Contradict our previous conclusions when new or better information becomes available.
 - Draw examples from the best in- and out-of-industry organizations, including those that aren't Advisory Board members or are our business competitors.
 - Reflect critically upon organizations with which Advisory Board has business relationships.

- **How we protect our members' confidentiality**

We depend on the willingness of member and non-member organizations to candidly discuss their practices with us. To ensure that we continue to earn their trust, we follow comprehensive policies to protect sensitive information.

- We never share confidential information about any member that is identifiable or traceable back to the original member, unless we have explicit authorization to do so.
- Before we share any information obtained through private conversations (rather than public sources), we seek explicit permission. In cases where an organization approves our use of the information but wishes to remain anonymous, we change all identifying details.
- We regularly review and update our privacy protection program to reflect changes in best practices and technologies.
- We may periodically invite members to participate in research interviews and/or surveys. Participation is always optional.