



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 infrastructure of corporate care delivery
- 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 integrated delivery network 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, orthopedics, 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

- Women's lifetime healthcare preferences
- Cancer care preferences
- Telehealth preferences
- Site-of-care preferences
- Physician employment preferences
- Clinician sentiment
- Surgeon financial literacy
- Path to value
- Health system capital spending

Interested in showcasing your brand around an upcoming topic? Contact us, and we'll be in touch to discuss your options.



Email Andrew Erickson to get started:
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2024 Advisory Board Events

Summits (≈300 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

Webinars

January–March

- 16 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
- Artificial intelligence 101

Featured series: Sectors 101

- Health systems, health plans, life sciences, medical groups, post-acute care, and employers

Featured series: Medicare Advantage

- Medicare Advantage market updates
- 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
- Pharmacy market trends
- 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

See an event your brand would like to sponsor?

Our roundtables and webinars can be customized to align with your growth and revenue objectives.



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