



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 of corporate care delivery infrastructure
- 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 IDN 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, ortho, 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? Reach out, and we'll be in touch to discuss your options.



Email Andrew Erickson to get started: ericksoa@advisory.com

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

Webinar topics

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 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, 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
- 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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Are you looking for new ways to get your brand and thought leadership in front of healthcare leaders?

For the last 40+ years, Advisory Board has distilled complex healthcare challenges into research-backed, forward-looking insights, becoming an authoritative source for content.

Now, with Advisory Board Sponsorship, organizations can partner with us to create content and events that showcase their brand, product, and expertise to over 4,500 healthcare organizations.

We work closely with each client to create solutions-oriented content that truly resonates with the audiences they're trying to engage. Whether you're looking for live event networking access or digital articles to reach broad audiences, Advisory Board is a partner you can trust to help you reach your goals.

EXAMPLE CONTENT TYPES

Articles

Showcase your thought leadership via digital articles on advisory.com.

Live event activations

Create networking or thought leadership impact at our exclusive live events.

Infographics

Create visual breakdowns of complex healthcare topics for your audiences.

Sponsor-supplied content

Republish your expert written content through Advisory Board's trusted channels.

Toolkits

Educate your customers on a key topic with in-depth, multipart toolkits.

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WHO WE WORK WITH

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