

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

Latest update – July 2024

# 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 broader industry context and how it directly relates to your organization. We can tailor content according to learning objectives and desired level of interactivity.

All expert facilitation offerings are available either virtually or in-person. This includes dedicated time for conversation and Q&A with an Advisory Board expert.

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

	Interactive presentations	Facilitated workshops
<b>Audience size</b>	25 – 200+	<40
<b>Time</b>	60 – 90 minutes	90 minutes – 4 hours
<b>Intended purpose:</b>	<ul style="list-style-type: none"> <li>• Share the latest industry insights with 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 toward a defined goal</li> <li>• Unravel a challenge or advance a strategic initiative</li> <li>• Build consensus across 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 Advisory Board experts in navigating interpersonal dynamics to lead a productive discussion</li> <li>• Prioritized action steps in follow-up including key themes and takeaways</li> <li>• Interactive breakouts and group work time</li> </ul>



# 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: 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!

# Interactive presentations

Our 5 most-requested sessions, addressing your most critical goals

Interactive presentation	Description
<p><b>The state of the healthcare industry</b></p>	<p><b>Our take on 2025 available to schedule in October</b></p> <p>Understand and prepare for the biggest changes happening in healthcare right now. Discuss the market forces that leaders should watch and the strategic bets to navigate the industry’s future dynamics.</p> <p><b>Recommended for all audiences</b></p>
<p><b>The nurse leader’s guide to workforce strategy*</b></p>	<p>Learn how to better support your nursing workforce. 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> <p><b>Recommended for all audiences, but specifically nurse leaders</b></p>
<p><b>Why artificial intelligence matters in healthcare</b></p>	<p>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.</p> <p><b>Recommended for all audiences</b></p>
<p><b>Value-based care, demystified</b></p>	<p>Understand and implement value-based care (VBC). This dialogue will demystify what VBC is, what it looks like in practice, and how it affects provider organizations. It will also delve into current and future trends.</p> <p><b>Recommended for all audiences</b></p>
<p><b>New priorities for service line growth</b></p>	<p>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.</p> <p><b>Recommended for service line leaders, strategy and planning teams, and executive teams</b></p>

\*Topic eligible for Continuing Education Contact Hours for Registered Nurses

# Interactive presentations

Sessions to help you understand the biggest changes in healthcare

Interactive presentation	Description
<p><b>UPDATED</b></p> <p><b>Adapting to evolving site-of-care shifts</b></p>	<p>The return of volumes for health systems has been unequally distributed. And in the height of the pandemic, we saw rapid shifts to new sites of care almost overnight. Now that volume (and revenue) recovery is the name of the game, two shifts remain front and center for health systems: the shift to ASCs and the shift to retail. We unpack the considerations for both — and what organizations are doing to harness the transition.</p> <p><b>Recommended for all audiences</b></p>
<p><b>UPDATED</b></p> <p><b>Physician landscape redefined</b></p>	<p>In this session, we'll examine the most important market, workforce, and care delivery trends impacting medical groups. We'll focus on the rise of corporate medical groups and what it means for incumbent strategy. For those who wish to dive deeper, we also offer a module on four corporate medical group models and their emerging growth strategies. Members can tailor this presentation to focus on trends, corporate medical group models, or both depending on their session goals.</p> <p><b>Recommended for all audiences – especially strategy teams</b></p>
<p><b>Fostering resilient and adaptive leaders*</b></p>	<p>The conventional wisdom that additional trainings, workshops, and retreats will bolster a leader's personal resilience is falling short. Individual interventions must be paired with an organizational approach that addresses the environment that leaders operate within. In this session, we'll outline this organizational approach and teach three strategies to cultivate sustainable leadership behaviors.</p> <p><b>Recommended for all audiences</b></p>
<p><b>UPDATED</b></p> <p><b>How digital health can support care delivery priorities</b></p>	<p>In this session, we'll explore healthcare organizations' current strategic priorities and how digital health plays a critical role across all of them. We will also discuss how care delivery organizations are using technology to overcome challenges in clinical operations, address care disparities, and support care teams.</p> <p><b>Recommended for all audiences</b></p>

\*Topic eligible for Continuing Education Contact Hours for Registered Nurses

# Interactive presentations

Sessions to help you understand the biggest changes in healthcare

Interactive presentation	Description
<p><b>NEW</b></p> <p><b>Mind the gap: Building enterprise leadership capacity to thrive in complexity</b></p> <p><b>available to schedule September onward</b></p>	<p>As healthcare becomes increasingly complex, leaders can no longer solely rely on their expertise and authority to advance organizational goals. Organizations need leaders who can mobilize teams to tackle unknown, systemic challenges where there are no “best practices” The challenge is seeing and naming what outdated leadership models are holding us back and shifting toward leadership practices that build capacity for the hard work of adapting in a constantly changing landscape.</p> <p>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 leadership shifts required to increase enterprise leadership capacity based on our 20 years of working with over 3,000 leaders across the healthcare industry.</p> <p><b>Recommended for all audiences</b></p>
<p><b>NEW</b></p> <p><b>The top priorities for health plans today — by line of business</b></p>	<p>Explore the top priorities for health plans today and how they are positioning 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:</p> <ul style="list-style-type: none"> <li>• Employer-sponsored insurance</li> <li>• Medicare Advantage</li> <li>• Medicaid managed care</li> <li>• Individual market (available Q4 2024)</li> </ul> <p>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.</p> <p><b>Recommended for health plans and/or audiences looking to understand the health plan market</b></p>

# Interactive presentations

Sessions to help you understand the biggest changes in healthcare

Interactive presentation	Description
<p><b>NEW</b></p> <p><b>Systemness: From concept to practice</b></p>	<p>As health systems evolve into more complex and interconnected organizations, their leaders are rightly curious about the ways they can harness the advantages of their size and scale. This presentation is designed to shape your leaders' thinking on how to embark and stay focused on the long-term journey toward greater systemness. Attendees will come away from the session with a clear roadmap of how to incrementally build systemness, foster constructive strategic conversations around systemness, and get inspired by real-world case studies of organizations that succeed because of systemness.</p> <p><b>Recommended for health system leaders who oversee large teams</b></p>
<p><b>NEW</b></p> <p><b>Broaden your definition of the nursing care team*</b></p> <p><b>available to schedule October onward</b></p>	<p>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 to make change. We'll also delve into what it could look like to fully integrate technology into the nursing workforce.</p> <p><b>Recommended for all audiences, but specifically nurse leaders</b></p>

\*Topic eligible for Continuing Education Contact Hours for Registered Nurses

# Interactive presentations

Sessions to understand market trends and empower your strategy

Interactive presentation	Description
<p><b>UPDATED</b></p> <p><b>Outlook for oncology</b></p>	<p>Explore the major trends impacting the oncology market this year. In this presentation, we'll share our market outlook for oncology volumes and break down how changes in care delivery and the competitive landscape will impact oncology strategy in the year ahead. Then, we'll discuss the implications these shifts will have for cancer programs and their partners.</p> <p><b>Recommended for all audiences</b></p>
<p><b>NEW</b></p> <p><b>The future of cancer care — and how to prepare</b></p>	<p>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.</p> <p><b>Recommended for all audiences</b></p>
<p><b>Outlook for cardiovascular</b></p>	<p>Learn about what market changes cardiovascular program leaders should focus their attention on this year. We'll explore volume forecasts, updates on site-of-care shifts, clinical innovations, and the impacts of new cardiometabolic drugs. Then we'll discuss the implications that each of these changes have for your team and business.</p> <p><b>Recommended for all audiences</b></p>
<p><b>UPDATED</b></p> <p><b>Outlook for imaging</b></p>	<p>Diagnostic imaging is undergoing major changes. Innovations in artificial intelligence (AI) are redefining standards for imaging quality, payers are lowering reimbursement and pushing for new sites of care, and leaders are redesigning staffing models to address workforce challenges. We'll discuss the top trends impacting the imaging market and the approaches necessary to keep pace.</p> <p><b>Recommended for all audiences</b></p>
<p><b>NEW</b></p> <p><b>Outlook for infusion care</b></p>	<p>The infusion market is a strategic battlefield for all healthcare stakeholders. We'll walk through the major forces influencing infusion care, with a focus on the evolving treatment landscape, payer policies, site-of-care shifts, and ambulatory strategy.</p> <p><b>Recommended for all audiences</b></p>



# Interactive presentations

Sessions to understand market trends and empower your strategy

Interactive presentation	Description
<p><b>Health systems trends</b></p>	<p>Learn about the 10 major trends impacting health systems this year, from financial pressures to workforce stability to generative artificial intelligence.</p> <p><b>Recommended for all audiences</b></p>
<p><b>UPDATED</b></p> <p><b>Navigate the evolving high-cost drug landscape</b></p>	<p>2024 promises to be a landmark year for both drug policy and drug innovation. In this presentation, we'll walk through the new drugs and policies shaping the market, as well as the challenges and opportunities these changes will provide.</p> <p><b>Recommended for all audiences</b></p>
<p><b>NEW</b></p> <p><b>Beyond the status quo of women's healthcare</b></p>	<p>Women make up the majority of healthcare consumers, yet their health needs are often neglected. We will discuss the state of U.S. women's health today and the prevailing misconceptions that drive and compound health disparities. We'll also explore the business case to better support women's health, recommend action steps to improve the status quo, and offer tips to overcome common barriers to implementation.</p> <p><b>Recommended for all audiences</b></p>
<p><b>NEW</b></p> <p><b>Future of surgery trends</b></p>	<p>Despite efforts to improve throughput and investments to expand surgical supply, health systems' productivity has not kept pace with demand. We'll cover why traditional approaches to meeting surgical demand are insufficient, what tools and strategies health systems are implementing to predict and respond to surgical demand, and how one organization pushed the boundaries of what level of resources are truly necessary within its operating rooms.</p> <p><b>Recommended for all operations leaders, OR leaders, and technology executives</b></p>



# 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
- Session format: 90 minutes – 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.

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

# Facilitated workshops

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

Facilitated workshop	Description
<p><b>NEW</b> <b>Shape the next era of value-based care</b></p>	<p>What is your organization’s role and strategy in value-based care (VBC) strategy? Explore the latest developments in value-based care, consider what role your organization should play, and go through a guided analysis to identify how you can help achieve a successful future state of value-based care and meaningful risk.</p> <p><b>Recommended for strategy, clinical, and operations leaders and their teams.</b></p>
<p><b>Develop your employee value proposition</b></p>	<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 will guide you through exercises to identify and articulate your organization’s differentiated values.</p> <p><b>Recommended for all audiences (Can be tailored for employers of clinical or non-clinical employees)</b></p>
<p><b>Refine your sales pitch</b></p>	<p>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.</p> <p><b>Recommended for commercial, marketing, and/or product strategy teams</b></p>
<p><b>NEW</b> <b>Bedside nursing reimaged: How to appeal to the next generation*</b> <b>available to schedule October onward</b></p>	<p>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.</p> <p><b>Recommended for nurse leaders and HR partners</b></p>

\*Topic eligible for Continuing Education Contact Hours for Registered Nurses

# Facilitated workshops

Sessions to help you develop a strategy to address the changing healthcare landscape

Facilitated workshop	Description
<p><b>NEW</b></p> <p><b>Mastering health system buyer personas</b></p>	<p>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 a trusted strategic partner.</p> <p><b>Recommended for organizations that support hospitals and health systems</b></p>
<p><b>Future-proof your consumer strategy</b></p>	<p>We will 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, we'll explore actionable ideas, and you'll 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>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.</p> <p><b>Recommended for all audiences</b></p>
<p><b>Leading the workforce of the future*</b></p>	<p>Leadership development is a journey, and this learning pathway explores an inside-out approach to leading. We'll discuss how to enhance leadership skills, presence, and well-being to sustain workforce resiliency and fulfill the strategic priorities of your organization. We will work with you to design the ideal experience for your participants.</p> <p><b>Recommended for all leaders (Can be tailored for employers of non-clinical or clinical employees, including nursing)</b></p>

\*Topic eligible for Continuing Education Contact Hours for Registered Nurses

# Tailored learning journeys to fit your needs

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

## Grappling with workforce challenges?

**Fostering resilient and adaptive leaders**  
Ground your group in the current challenges  
*(Interactive presentation)*



**Develop your employee value proposition**  
Put into action a clear plan to become an employer of choice  
*(Facilitated workshop)*

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

**State of the healthcare industry**  
Ensure your sales team understands the healthcare dynamics in play today  
*(Interactive presentation)*



**Refine your sales pitch**  
Test their sales pitches to ensure they are best positioned with your customers  
*(Facilitated workshop)*

## Unsure if your growth strategy is durable?

**New priorities for service line growth**  
Identify opportunities and learn tactics to improve your organization's own growth plans  
*(Interactive presentation)*



**Future-proof your consumer strategy**  
Shift your attention to your consumer strategy to ensure your current strategies are in line with future needs  
*(Facilitated workshop)*



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