

Expert facilitation: Advisory Board's current offerings





Latest update – January 2026

How does Advisory Board expert facilitation work?

What to expect from Advisory Board expert facilitation

Advisory Board expert facilitation helps your team understand the healthcare landscape and its impact on your organization. Sessions are available virtually or in person and can be customized to your goals. We tailor content to your learning objectives and the level of interaction you prefer.

Choose the format that best fits your team's needs: interactive presentations or facilitated workshops.

	Interactive presentations	Facilitated workshops
Audience size 	25 – 200+	<40
Time 	1 hour	1.5 – 2 hours
Intended purpose 	<ul style="list-style-type: none"> • Share the latest industry insights with team or customers • Leverage Advisory Board experts to speak at a conference or event • Engage and educate market-facing teams 	<ul style="list-style-type: none"> • Make concrete progress toward a defined goal • Unravel a challenge or advance a strategic initiative • Build consensus across leadership team or board
Level of support 	<ul style="list-style-type: none"> • An interactive, visual learning experience on a specific topic • Dedicated time and conversation with one Advisory Board expert 	<ul style="list-style-type: none"> • Support from up to two Advisory Board experts in navigating interpersonal dynamics to lead a productive discussion • Prioritized action steps in follow-up, including key themes and takeaways • Interactive breakouts and group work time

Interactive presentations

Deep dive into a healthcare topic for medium to large audiences

Our experts will educate your team, board, or customers on a selected topic.

- Ideal audience size: 25 – 200+
- Session format: 1 hour
- Available either virtually 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 to plan the session in advance

What are people saying?

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This was one of the best webinars that I have attended in multiple years. The presenter was clear, knowledgeable, and fun.

This was my first experience with the Advisory Board, and I found the information accessible, fascinating, and applicable.

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The content was very applicable to the world of healthcare that we are living in today. The expert discussed challenges and opportunities that we are facing in our institution and ways to address them.

Interactive presentations

Our 4 most-requested sessions, addressing your most critical goals

State of the healthcare industry

- Understand and prepare for the biggest changes happening in healthcare right now. Discuss the market forces leaders should watch and the strategic bets leaders should make to navigate the industry's future dynamics.
- **Recommended for all audiences**

Value-based care, demystified

- Understand and implement value-based care (VBC). This dialogue will clarify what VBC is, what it looks like in practice, and how it affects provider organizations. It will also delve into current and future trends.
- **Recommended for all audiences**

Mind the gap: Building enterprise leadership capacity to thrive in complexity

- Learn why traditional leadership practices are no longer enough in today's volatile, uncertain, complex, and ambiguous operating environment. We will explore the shifts required to increase enterprise leadership capacity based on our decades of work with thousands of leaders across the healthcare industry.
- This session is eligible for continuing education (CE) contact hours for registered nurses.
- **Recommended for all audiences**

How will health systems grow in 2026?

UPDATED!

- In this presentation, a follow-on from our 2026 “state of the healthcare industry” research, you’ll learn how health systems should be responding to changes in volumes, reimbursement, and federal policy. Growth for health systems will require both strengthening of core capabilities as well as building new ones. In this session, our experts will touch on: increasing referral integrity, redefining your competitive positioning, and advancing operational excellence. Case studies accompany each of these areas of focus.
- **Recommended for all audiences — especially strategy, planning, growth, and business development teams**

We presented **over 360** ‘State of the healthcare industry’ sessions in 2025 — because staying informed isn’t optional, it’s essential.

Interactive presentations

Sessions to help you plan for the future of healthcare

Navigating AI in healthcare

- Equip your leaders with an understanding of artificial intelligence (AI), the potential benefits these technologies offer, the unique challenges AI presents in healthcare, and how organizations, leaders, and teams should respond to AI today.
- **Recommended for all audiences — content can be tailored to cover foundational topics, governance, approaches to investment, or early case studies based on audience roles and familiarity**

Build the ambulatory network of the future

- As care delivery evolves across diverse sites of care, providers and their partners are planning their future ambulatory footprints. Progressive organizations will need to clearly define their goals and map the required capabilities and services to future designs. This session will review varied ambulatory network models that contribute to new market ambitions while enhancing patient care.
- **Recommended for hospital and health system audiences**

Care variation reduction: The \$100B per year savings opportunity

NEW!

- There's a \$100 billion national cost savings opportunity in reducing unwarranted care variation, but most health systems haven't fully tapped into this opportunity. In this session, we'll delve into the reasons executives cite for not committing to care variation reduction (CVR) and present alternative ideas. We'll highlight the financial, operational, and strategic upsides of pursuing CVR at scale, and outline next steps for tapping into this saving opportunity.
- **Recommended for chief executive officers**

The VBC roadmap: Case studies of successful health systems

- Many health system leaders hesitate to deepen their commitment to value-based care (VBC) because of a lack of consistently successful examples. But our research identified several effective plan-provider models worth emulating. This discussion dissects the strategies of four organizations that are deep in their VBC journey, highlighting the practices key to their success. During this presentation, you will gain actionable insights on how successful health systems moved from being VBC dabblers to VBC powerhouses.
- **Recommended for all audiences, especially health systems**

Interactive presentations

Sessions to help you plan for the future of healthcare

The top priorities for health plans today — by line of business

- Explore the top priorities for health plans today and how plans are positioning themselves 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, and provider relations — this presentation covers the latest in:
 - Employer-sponsored insurance
 - Medicare Advantage
 - Medicaid managed care
 - Individual market
- 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.
- Recommended for health plans and/or audiences looking to understand the health plan market

The health plan clinical cost management playbook

- Rising cost of care continues to be critical for health plans and purchasers in all lines of business. In this session, we explore three steps to creating a better clinical cost management playbook:
 1. Rely on data-driven processes to identify your plan's main problems
 2. Prioritize strategies based on the results your plan cares about
 3. Pilot and adopt initiatives that can be executed and evaluated reliably
- Attendees will learn how leading plans are strategizing for clinical cost management holistically, shifting from traditional utilization management to next-generation care management, and structuring pilots to prioritize provider and member experience at scale.
- Recommended for health plan clinical and strategy leaders, as well as stakeholders looking to understand health plan clinical priorities

Broaden your definition of the nursing care team

- Nursing 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 discuss actionable ideas for change. We'll also delve into what fully integrating technology into the nursing workforce could look like.
- This session is eligible for continuing education (CE) contact hours for registered nurses.
- Recommended for all audiences, especially nurse leaders

Interactive presentations

Sessions to help you plan for the future of healthcare

Strategic pivots for service line modernization

- Are your service lines prepared to evolve along with the market? This session will explore emerging ideas for service line management, growth strategy, and cross-service line collaboration. We'll discuss why service line modernization deserves to be a top priority at your health system today.
- Recommended for service line leaders, health system executives, and provider strategy teams

The clinician workforce today: Key insights on clinician priorities and perceptions

- Physicians and advance practice providers (APPs) have more practice options than ever before. This session features the latest data from Advisory Board's 2025 survey of physician and APP job preferences. The presentation unpacks what the clinical workforce prioritizes when selecting a job, their relative preferences for different employment models, their satisfaction levels, and their attitudes toward compensation. You'll leave with a data-informed point of view on what a competitive employer and partner proposition involves in today's evolving landscape.
- Recommended for executives responsible for physician and/or APP recruitment, as well as medical group boards and leadership teams

How to improve your operating margin in today's uncertain times

NEW!

- Health system margins have seen improvement, but the journey is far from over. In today's volatile political and economic environment, financial stability is under pressure like never before. In this session, experts from Advisory Board and Optum Advisory will discuss bold strategies to transform financial performance; unlock new revenue streams; accelerate margin growth; and reduce operational, clinical, and administrative costs. The session will focus on revenue cycle modernization, workforce optimization, supply chain management, clinical variation reduction, and patient access and throughput — all designed to help you thrive in an era of disruption.
- This session was created and is facilitated in conjunction with Optum Advisory.
- Recommended for executive teams, especially chief financial officers

Interactive presentations

Sessions to help you plan for the future of healthcare

The transforming role of specialty pharmacies

- With rising specialty drug costs, increasing competition, and misaligned incentives eroding trust in pharmacy care, health systems must evolve to protect key pharmacy revenues. Join this session to better understand the role that health system specialty pharmacies play in driving system-wide growth and the steps executive leaders should take to leverage integrated pharmacy assets to meet business objectives and shape future strategies.
- Recommended for health system strategy leaders and life sciences leaders

Five trends transforming pharma and medtech commercial strategy in 2026 **NEW!**

- As the healthcare industry faces new challenges and dynamics, pharmaceutical and medtech companies must evolve their strategies to stay competitive. This session will explore key trends influencing pharma and medtech commercial strategy in 2026 and actionable insights to help organizations stay competitive in an evolving health care landscape.
- Can be adapted with a focus on either pharma or medtech commercial strategy.
- Recommended for life sciences leaders

Innovations in cancer care access

- In this session, we'll use the results from our recent oncology benchmarking surveys to identify top opportunities for enhancing patient access by optimizing staffing, scheduling, throughput, and more. We'll explore strategies to improve performance by capitalizing on cancer programs' strengths and addressing vulnerabilities.
- Recommended for service line leaders

The future of cardiovascular care — how to adapt your CV care strategies for a new generation

- In the next 10 years, a new generation of cardiovascular patients and physicians will demand changes that our current delivery models can't sustain. Health system priorities will need to shift and shrink, while nontraditional providers emerge to fill the gaps. This session explores the changes reshaping care delivery and unpacks key strategic pivots that cardiovascular service line leaders need to make to ensure future success.
- Recommended for all audiences, can be tailored to focus on implications for service line or life sciences leaders

Facilitated workshops

Actionable working sessions for small audiences

Our experts will educate your team, board, or customers on a selected topic.

- Ideal audience size: Fewer than 40 people
- Session format: 1.5 – 2 hours
- Available either virtually 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 to plan the session in advance

What are people saying?

“

I thought the Advisory Board presenter was great. I really enjoyed the setup of how to move from insight to action. That is something I will use all the time moving forward. Thank you!

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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Sparked thought process of how best to support my team and build those foundations.

Facilitated workshops

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

Your role in shaping what's next: Turning uncertainty into direction

NEW!

- The healthcare industry is entering uncharted territory as long-standing assumptions about access, spend management, and care decision-making unravel. In this interactive workshop, we'll explore the forces driving the diffusion of incumbent organizations' control over how the industry operates, examine the ripple effects across regional ecosystems, and equip leaders with strategies to navigate uncertainty with clarity and purpose.
- **Recommended for health system executives, strategy teams, and service line leaders**

Pursuing differentiated health system growth

- Health system finances remained strained in 2025, leading many health systems to approach growth differently. Rather than focusing on patient volumes and topline revenue from historically strong service lines, leaders embraced two shifts in mindset: from growing to get bigger to growing to get stronger, and from focusing on conventional service line strategies to identifying and cultivating a comparative advantage. This interactive workshop highlights several health systems that are pursuing differentiated avenues of growth. Our facilitators will guide your strategy team through our framework to begin identifying potential growth opportunities for your organization.
- **Please note that this workshop is 3 hours in length.**
- This session was created and is facilitated in conjunction with Optum Advisory.
- **Recommended for health system executives and strategy teams**

Advancing persona-driven sales

NEW!

- This interactive workshop supports relationship building and product positioning for key personas within either health systems or health plans (must choose one area of focus). Participants will explore the priorities and decision-making drivers for key leadership roles, build confidence in engaging C-suite executives, and work with peers to identify product-specific talking points.
 - **Recommended for life sciences sales, accounts, and market access teams**
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Facilitated workshops

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

Bedside nursing reimagined: How to appeal to the next generation

- Collaborate with peers to surface key challenges in bedside nurse retention and engage in a solution-focused discussion on declining interest in bedside roles. Together, we'll explore ways to align nursing roles with both organizational needs and nurses' expectations — making the bedside a more sustainable and rewarding career path.
- This session is eligible for continuing education (CE) contact hours for registered nurses.
- **Recommended for nurse leaders and HR partners**

Leading in complexity

- Healthcare is increasingly volatile, uncertain, and ambiguous — and relationships between stakeholders are becoming ever more complex. This session will define leadership in this moment and identify four shifts required of leaders in confronting and thriving in that reality, based on our work with thousands of healthcare leaders. We'll provide opportunities for small group discussion and share examples of how leaders across healthcare have responded to these shifts in their work.
- This is a workshop-length (90 minutes) version of our "Mind the gap: Building enterprise leadership capacity to thrive in complexity" interactive presentation. It includes small group discussion and activities.
- This session is eligible for continuing education (CE) contact hours for registered nurses.
- **Recommended for all leader and manager audiences**

Impact through influence

UPDATED!

- This workshop focuses on enhancing leadership effectiveness through improved communication and influence strategies. It emphasizes the importance of leveraging both formal authority and personal credibility to influence various stakeholders within an organization. It also highlights the need for leaders to use a combination of power and motivation to achieve desired outcomes and maintain relationships.
 - This session is eligible for continuing education (CE) contact hours for registered nurses.
 - **Recommended for all leader and manager audiences**
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Facilitated workshops

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

Instilling accountability

NEW!

- In every organization, there are too many essential things that aren't getting done, and far too many stalled initiatives. This workshop focuses on holding your team and yourself accountable for achieving the best possible outcomes even under difficult and changing circumstances. We'll focus on overcoming three elemental barriers to results and explore how leaders ensure that team members are equipped to — and believe they can — overcome them.
- This session is eligible for continuing education (CE) contact hours for registered nurses.
- Recommended for all leader and manager audiences

Leader sustainability

UPDATED!

- The best leaders consistently create work environments that inspire, foster high performance, and ensure organizational success — but they do it sustainably. This workshop will explore how leaders can observe and respond to their own work stressors in ways that bolster organizational performance and culture.
- This session is eligible for continuing education (CE) contact hours for registered nurses.
- Recommended for all leader and manager audiences, especially clinical leaders and managers



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