



Custom Event TrendMap™

Event Name
The Disruption Expo

Event Description

The Disruption Expo is a Healthcare Event that occurs twice a year with two locations that include Scottsdale, Arizona and Minneapolis, Minnesota. The purpose of the event is to bring together Key Opinion Leaders (KOL) in the area of Rapid and Chaotic Healthcare change to discuss how to connect Enterprise Strategy with a wide range of disparate Marketplace, Technology, Industry, and Consumer Trends.

Event Goals and Expected Outcomes

1. Actionable insights for audience members regarding key trends within healthcare
2. Provide collaborative opportunities between attendees, exhibitors and sponsors
3. Value added Certification Training, specific to Cultural Transformation, and Patient Experience
4. Provide a significant return on time and money investment for our attendees, exhibitors and sponsors

TrendMap™ Report

Enterprise Culture

Organizations are scrambling to attract and keep mission-critical talent. Additionally, organizations and healthcare leaders are leveraging the power of “Happy Cultures” to significantly drive all of the stated strategic goals and objectives. Your custom TrendMap™ evaluates all areas of trends that impact culture and leadership.

Enterprise Culture Key Trends

Talent Attraction/retention
CX Driver
Return on Human Capital (RHC)
Innovation
HCP and Stakeholder Happiness

Consumer Experience (CX)

Healthcare is the subject of massive Chaotic Change. One of the major trends impacting healthcare is consumerism, and the way in which it is impacting the delivery of healthcare through new economic and value models. Your custom TrendMap™ evaluates all areas of trends that impact consumer/patient experience.

Consumer Experience Key Trends (CX)

Patient Satisfaction
Satisfaction Scores
Safety, Quality, and Compliance
HCP Satisfaction
Enterprise Growth

Sociological

There are many sociological changes that are occurring that are impacting the way in which the healthcare industry is delivering healthcare across varying populations. These changes include changing social norms, and new social priorities. Your custom TrendMap™ evaluates all areas of trends that impact sociological trends.

Sociological Key Trends

Healthcare Equity
Personalization
Healthcare Access
Caregiver Support
Diversity

Management

Healthcare leadership needs to develop a whole new range of “Core Competencies” in the area of Chaotic Innovation, Stakeholder Happiness, Consumerism, Cost Management and Value-based Care, just to name a few. Your custom TrendMap™ evaluates all areas of trends that impact healthcare management and leadership.

Management Key Trends

Chaotic Innovation
Stakeholder Happiness
Value Based Care
Economic and Clinical Models
Enterprise Excellence
ACA 2.0

Economic

There are many factors that are rapidly evolving within the healthcare economic ecosystem. These trends include the impact of Inflation, Consumerization, Financial Transparency, Sustainability and a rapid shift towards Value-based Care. Your custom TrendMap™ evaluates all areas of trends that impact the overarching US economy, and the healthcare specific economy.

Economic Key Trends

Consumerization
Transparency
Utilization
Sustainability
Value Shift

Technology

Healthcare will see a rapid increase in the development and utilization of emerging healthcare technologies. In addition to the technologies themselves, we will see significant increases in the connection architecture, and digitization of all things in healthcare. Your custom TrendMap™ evaluates all areas of trends that impact Technology, Digitization, Digital Security, AI, and many other factors.

Technology Key Trends

Connection Architecture
Decentralization
Wearable/implantable
Emerging Technologies
Digitalization

Value

We will go far beyond the concept of “Value-based Care” to evaluate the benefits of both intervention and the evaluation of preventative approaches over interventional approaches. Emerging technologies will illuminate low value technologies and interventions, and this will result in rapid change. Your custom TrendMap™ evaluates all areas of trends that impact value, value-based care and alternatives to intervention.

Value Key Trends

- Prevention vs Intervention
- Alternative Pathways
- Experiential Value
- Low Cost, Big Value
- Data Analytics

Clinical

Emerging technologies will change the focus from diagnosis and intervention to one of anticipation and prevention. Your custom TrendMap™ evaluates all areas of trends that impact clinical intervention, diagnostics, and trending pharmaceuticals, devices, and procedural interventions.

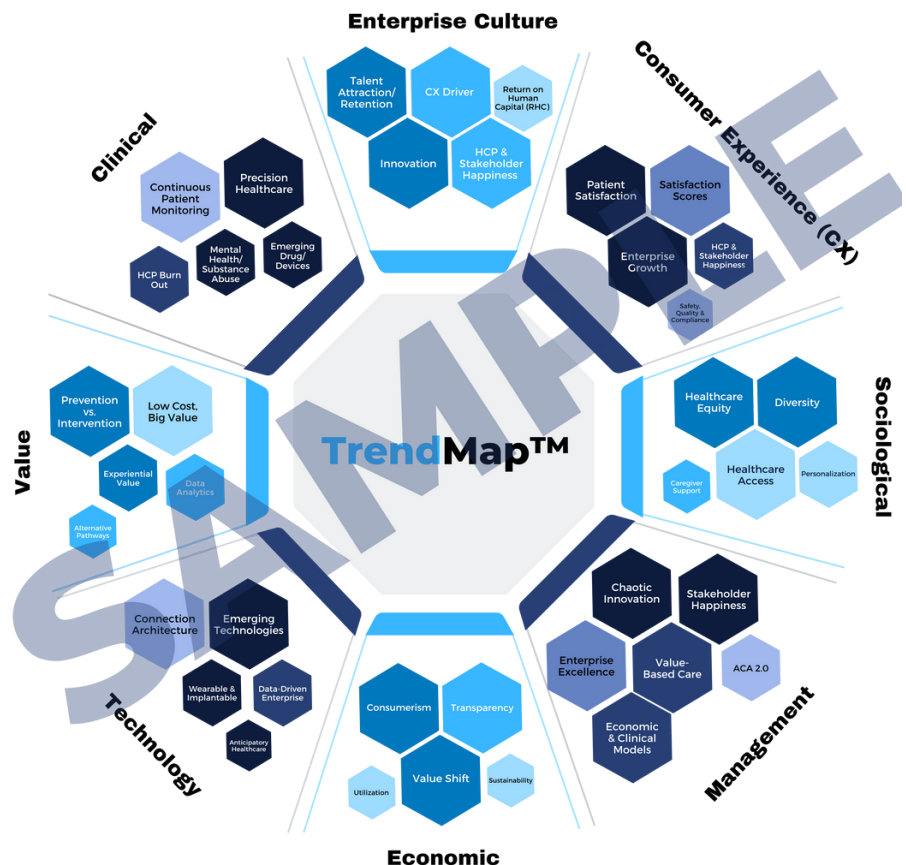
Clinical Key Trends

- Anticipatory Genomics
- Continuous Patient Monitoring
- Consumerization of Care
- Emerging Drug/devices
- HCP Burn Out

Your Customized TrendMap™

This sample TrendMap™ reflects the eight focus categories depicted in this report. Within each category are hexagons which reflect each key trend.

The size of the hexagons indicate the size of a specific trend and their color tone intensity determines the level of impact, which is an indication of its current impact on your audience and their organization.



Sample TrendMap™

TrendMap™ Tips for Your Event

Attendees of healthcare and Life Science events are expecting to receive Actionable and Novel insights that they can apply within their organization and job function immediately. You should carefully screen your speakers to make certain that they have surgically connected their talk to the 120+ trends that are occurring within healthcare today. Audience members, do not want to enter the “echo chamber”, rather they want new, meaningful, and actionable insights that provide a return on their investment. We would also recommend that you consider including a Happiness and Quality of Life track, for this event given the stressors and dynamic changes that are occurring within your industry segment. Lastly, we would recommend that you include a value-added Certification or Certificate training program, as attendees today are looking to add additional certifications and certificates as part of attending any meeting, or event.

Summary of Key Recommendations

- Make certain that all speakers are providing you a detailed Talk Wireframe that surgically connects to their talk to the most pervasive trends for your audience members
- Make certain that all talks are delivering both Actionable and Novel insights
- Add a Happiness or Quality of Work Life track to your event
- Provide a Certificate Training Program or Certification Program in the area of Employee Happiness, and Patient Consumerism
- Your “Event through-line” should be The Impact of Chaotic Innovation and the Future of Healthcare

How We Serve Our Healthcare Meeting Planners

- Leveraging our TrendMap™ analysis, we can assist you in selecting the perfect Speakers, Panelists and Key Opinion Leaders (KOL) for your event
- We can provide value-added Certification Training, Facilitated Ideation and other programs
- Assist our Healthcare Meeting, and Event Planners in a wide range of resources including Meeting Technologies, Curriculum Design, Certification Training, Facilitation, Panel Moderation, Event Hosts

TrendMap™ is a proprietary system that evaluates key trends for the purpose of architecting Healthcare and Life Science Events, selecting Speakers and Key Opinion Leaders (KOL) while delivering the best possible educational outcomes through thoughtful curriculum design. TrendMap™ is patent pending and a trademark of LeaderLogic, LLC.

