

Supporting Interaction Between & With Members of the HCEG Network

Given COVID's impact on in-person events over the last year, the explosion of online activities intended to replace those events, challenges in advancing well-defined thought leadership, and creating meaningful opportunities to connect with decision makers and influencers at health plans, health systems, and healthcare providers, the [HealthCare Executive Group](#) (HCEG) created Focus Area Roundtables.

Focus Area Roundtables – Small Group, Interactive Discussions

HCEG's Focus Area Roundtables are a series of online discussions focused on a specific priority, or focus area, of the [2021 HCEG Top 10+](#) list of challenges, issues, and opportunities. Roundtable participants are targeted at a maximum of 12-15 attendees with additional attendees split into separate roundtables if necessary.

Each Focus Area Roundtable participant is afforded an opportunity to share their insight, ask questions, and relate their experiences guided by a pre-defined topical theme and questions. While discussion topics are proposed in advance with input from registrants, current industry events, and the Focus Area Partner, actual discussion may adjust based on participant's conversation during the roundtable.

2021 HCEG Top 10+	
** 2021 HCEG Top 10 **	** COVID-19 Additions **
01-Consumerism	11-Pandemic Impact/Preparedness/Response
02-Costs & Transparency	12-Supply Chain Optimization
03-Delivery System Transformation	
04-Accessible/Virtual Points of Care	** HCEG Member Additions **
05-Data & Analytics	13-Culture/Innovation/Leadership
06-Interoperability	14-Technology
07-Holistic Individual Health	15-M & A/Joint Ventures
08-Healthcare Policy	16-Public Health/Population Health
09-Next Gen/Value Payment Models	
10-Privacy & Security	

Current Focus Area Roundtables

Guided by Knowledgeable Focus Area Partners

An HCEG sponsor may optionally serve as a Focus Area Partner for the current calendar year. A Focus Area Partner:

- Helps to identify, curate, and share specific information on the designated focus area with the HCEG member network and roundtable participants. Content may be shared with the HCEG Network and roundtable participants before, during, and after the roundtable.
- May participate as a consultative partner in Focus Area Roundtable discussions by offering insight and examples of applications, technologies, and approaches healthcare organizations are using to turn theories on specific focus area challenges, issues, and opportunities into practice.
- Provides expert commentary and answers questions from the HCEG network regarding their specific focus areas topic before, during, and after the roundtable.
- Does not make sales pitches during the roundtable.

Leveraging Results of Focus Area Roundtables

Information and insight collected from each roundtable helps to drive priorities for subsequent roundtables and can influence topics discussed in roundtables addressing other focus areas. Roundtable insight is also supplemented with supporting materials from participants and Focus Area Partners and shared to the wider HCEG network via blog post recaps, HCEG's newsletter, and social channels.

A special summary presentation of content collected across all Focus Area Roundtables is considered for presentation in the final months of 2021.

Engage w/ Healthcare Leaders on Their Specific Priorities

Focus Area Roundtables covering Price Transparency, Interoperability, Healthcare Policy & ACA, Costs & Payment Integrity, Next Gen/Value Payment Models, and M&A/Joint Ventures are currently formed with sponsor partners for other focus areas under development.

To learn more, visit hceg.org/focus-area-roundtables/ and contact us at info@hceg.org or 617-302-6224

