

2022 and 2023 Healthcare and Life Science Meeting and Events Topics

Trending Event Topics in Healthcare

Healthcare is the subject of massive chaotic change. These changes include the impact of Covid, serious staffing problems, new leadership challenges, the impact of “Chaotic Innovation,” Patient Consumerism, Emerging Technologies, New Economic and Value Models. Healthcare leaders are seeking event tracks that surgically connect to the real-world challenges they are facing every day. This abbreviated report is based on evaluating over 120 key trends in healthcare. We leverage our TrendMap™ analysis that is customized for each audience. These are the most important Event Themes, Topics and Tracks in healthcare for 2022/2023.

Methodology

We evaluate over 120 key trends that are impacting the entire healthcare and life science ecosystem. We then aggregate key trends into areas that leaders feel most impact their enterprise. Healthcare and Life Science Meeting Planners should leverage a more surgical approach towards architecting event design and curriculum based on these rapid moving trends. Leaders have indicated through our surveys, that they are looking for **Actionable Novelty**. In other words, new information that is not part of their “echo chamber” that is **Valuable**, and most importantly immediately **Actionable** within their organization.

TrendMap™

TrendMap™ is an analytical tool that evaluates an event, industry and audience members to create the foundation for a comprehensive event design that connects current trends with audience needs.

In a time of rapid and chaotic change, generic event strategies, speakers and curriculum are no longer good enough to meet the needs of healthcare leaders.



Key Trends

The list below represents the top trending topics in healthcare and life sciences. It is extremely important to remember, that these topics can't be addressed generically. The healthcare ecosystem has changed dramatically and all of these topics need to be based on very contemporaneous and healthcare specific research.

Trending Event Topics and Tracks in Healthcare 2022/2023

Patient Consumerism

Patient Experience (PX) is out, Consumer Experience (CX) is in. This track requires a Consumerism approach with very fresh research. This includes improved Patient Journey and Consumer Experience Design.

Healthcare Leadership

Healthcare leaders need new tools to lead hyper-complexity, and the new workforce. This track requires very fresh research that's specific to healthcare on how to lead in a time of complexity, and Chaotic Innovation.

Chaotic Innovation

Healthcare leaders need to build a new range of infrastructure to support the rapid and chaotic change that is occurring within their enterprise. This track should explain the nature of chaotic change and provide actionable strategies to implement Chaotic Innovation in their organization.

Healthcare Workforce Transformation

One of the biggest problems in healthcare, is the attraction and retention of mission-critical talent. The best leaders in healthcare are leveraging Cultural Transformation, and Enterprise Happiness to attract and keep the best talent.

Emerging Technologies

Healthcare will require the enablement of rapidly evolving technologies to address Healthcare Access, Quality, Patient Safety, and Enterprise Efficiency. This track requires a clear landscape of the technologies that really matter and how to leverage them.

Healthcare Access and Equity

Healthcare needs to retool many of their systems to be able to provide quality access to underserved communities. This track should include a situational assessment of the current state of play in healthcare equity and a plan for its implementation and scalability.

Healthcare Economics

Healthcare is rapidly becoming a consumer product. Consumers are seeking transparency, value, customization, and access. This track should address the consumer driven healthcare economy that is resulting in significant changes in clinical care models, reimbursement and access.

The “Big Shift” in Healthcare

The Big Shift in healthcare will result in a move towards prevention over gratuitous intervention. This track demonstrates the major changes that must occur in order to make healthcare scalable in the long term through anticipatory healthcare, prevention, wellness and other technologies.

Keynoteology[®] Connects your Event to the Perfect Speaker

Our comprehensive TrendMap™ Analysis, Event Assessment and Audience Evaluation provides the insights necessary to find you the Perfect Speaker.

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