Physician Leadership Development Conference

Who Should Attend
- Any physician fairly new to a leadership/management role
- Any physician with leadership/management potential
- New clinical department chairs
- New committee chairs (ethics, grievances, etc.)
- Hospital CEOs/executives

Program Description
Physician leaders must represent both clinical and managerial interests, and those new to the role are challenged to move beyond their clinical training and often take a new approach to managerial decision-making, problem solving, communication and negotiation.

Presented by American Association for Physician Leadership (AAPL) faculty, the “Physician Leadership Development Conference” is designed for Wisconsin physicians who have recently taken on a leadership or management role and those who have the potential of taking on that role in the future.

This is an opportunity for Wisconsin hospitals to offer their physicians reputable, CME-qualifying education necessary to develop their leadership skills and make the transition from clinician to physician leader – at a reasonable price, and with more limited travel time and expense than the national conferences.

Continuing Medical Education
The American Association for Physician Leadership is accredited by the Accreditation Council for Continuing Medical Education to provide continuing education for physicians.

The American Association for Physician Leadership designates this live activity for a maximum of 11 AMA PRA Category 1 Credits™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Friday, March 13 and Saturday, March 14, 2015
Friday: 8:00 AM–4:30 PM / Saturday: 7:45 AM–12:00 PM
The American Club
419 Highland Drive, Kohler, WI
P: 800-344-2838
Program Agenda

Friday, March 13

7:15 am   Registration & Continental Breakfast (for attendees and hosts)

8:00 am   **Leading and Managing Strategic Innovation and Change: The Key to Surviving and Thriving**
William J. “Marty” Martin, PsyD, MPH, American Association for Physician Leadership

The key to surviving and thriving as a physician leader is your ability to lead and manage strategic innovation and change. During this session, attendees will learn the difference between a compelling vision and a “burning platform” and be able to make the case for change. This session will focus on the tools, techniques and skills to lead change, not just manage it, and guide your organization to the forefront of health care innovation.

By the end of this session, attendees should be able to:

• Define the role of the physician executive in leading and managing strategic innovation and change;
• Distinguish between a compelling vision and a “burning platform”;
• List the steps to make the case for strategic innovation and change;
• Identify the top reasons why organizational change efforts fail and how to prevent them;
• Describe the six steps of the Blueprint of Successful Change Model;
• Discuss ways to embrace resistance rather than to fear or fight resistance;
• Differentiate between leading and managing innovation and change; and,
• Develop a 30-day, 60-day and 90-day action plan.

11:30 am  Luncheon (provided) for attendees and hosts

12:30 pm  **Leading and Managing Strategic Innovation and Change (continued)**

4:30 pm   Adjourn for the day

6 - 8:00 pm   “Destination Kohler” Dinner Event at the Kohler Design Center

Join us for a Friday evening dinner event, “Destination Kohler.” Rather than choosing just one, enjoy each of the renowned restaurants of Kohler in one setting by sampling the best fare from each. Enjoy touring the beautiful Kohler Design Center along with the company of fellow physician leaders, hospital leaders and their guests, all while sampling dishes at stations representing each of The American Club’s best restaurants, along with a hosted bar and delectable desserts. Both registered attendees and their registered guests are invited to join us for this interactive dinner event, “Destination Kohler.”

Saturday, March 14

7:00 am   Breakfast Buffet (for attendees and hosts)

8:00 am   **From Autonomy to Teamwork**
Barry Silbaugh, MD, MS, FACPE, American Association for Physician Leadership

Physicians are trained to be autonomous in their thinking and actions. But health care is a “team sport,” requiring the ability to be both a team member, and sometimes a team leader. The skills required to produce highly reliable care involve understanding how each individual human being makes mistakes; how we can be accountable to ourselves and others for minimizing the opportunity for mistakes; and how to influence others to change when patient safety is at stake.

This half-day session will focus on system contributions to highly reliable care, including how good decisions are made; the principles of highly reliable organizations; the connections between system leadership goals and what happens at the patient care interface; and how those goals must be translated into specific individual and team behaviors at the front lines.

By the end of the session, attendees should be able to:

• Describe strengths of physicians that contribute to success in pre-medical and medical training, but which can become liabilities when teamwork is required;
• Describe the three types of individual human error and communication techniques among team members to minimize error;
• Identify the characteristics of effective teamwork in health care, including communication behaviors for physicians that promote teamwork;
• Define the functions of organizations and how conflicts can arise; and,
• Discuss the differences between authority and leadership, and how to influence others to change from the status quo.

12:00 pm   Adjourn
Online Registration ONLY: All registrations can be made online at:
http://events.SignUp4.net/15PLD

Early Bird Options - register by January 15, 2015:
  Full conference registration: $835.00 per person (includes CME credit)
  Host registration*: $310.00 per person (does NOT include CME credit)

Registration Options - register January 16 or later:
  Full conference registration: $885.00 per person (includes CME credit)
  Host registration*: $360.00 per person (does NOT include CME credit)

Both options include all materials and all meals, including Friday’s “Destination Kohler” dinner event.

* Host registration is for senior-level hospital representatives (non-physicians) who accompany one or more physicians to the conference. The host registration option does NOT include CME credit.

Guest Registration Option:
  Guest to Friday’s “Destination Kohler” dinner event at the Kohler Design Center: $85.00 per person

Payment Information
WHA accepts VISA or MasterCard payments online. If you choose to pay by check, print the automatic registration receipt you receive via email and send a copy of it with your check payment to:

  Wisconsin Hospital Association
  Attn: 15PLD
  PO Box 259038
  Madison, WI 53725-9038

Checks should be made payable to “Wisconsin Hospital Association.”

Special Needs
If you have any special needs, including dietary restrictions with which we can help you, please contact Jenna Hanson at jenna.hanson@wha.org by February 27, 2015.

Hotel Accommodations
A block of rooms has been reserved for the evenings of March 12 and 13 at The American Club in Kohler. Call 800-344-2838 to reserve a room in the WHA block. When making a reservation, request a room in the “Wisconsin Hospital Association” group block and reference Ledger #81z90h. Rate is $186 for single occupancy and $216 for double occupancy.

The room block is limited and fills quickly each year, so make your reservations today. Room availability is NOT guaranteed by WHA nor by the American Club. Final cut-off date for room reservations at the special rate is when the room block fills or February 19, 2015, whichever occurs first.

Conference Cancellation Policy
Cancellations received in writing up to five business days prior to an event will be given a full refund less a $50 processing fee. No refunds will be given for cancellations received less than five business days prior and day-of-program no-shows. Substitutions are accepted.

Questions
For questions about content, contact Jennifer Frank at 608-274-1820 or jfrank@wha.org.
For questions about registration, contact Jenna Hanson at 608-274-1820 or jenna.hanson@wha.org.
William J. “Marty” Martin, PsyD, MPH

Marty Martin, PsyD, MPH, is a highly sought-after presenter, trainer and facilitator in the United States and abroad. His topics range from managing physician performance to elements of teamwork. Dr. Martin currently serves as director and associate professor of the health sector management MBA program at DePaul University in Chicago. In this role, he launched three innovative programs: dual MBA/MS degree with Rush University; health care concentration in the MS in predictive analytics, and MS in health informatics.

Dr. Martin has authored more than 100 refereed articles in journals ranging from the Journal of Health Care Finance to the International Journal of Computer Science and Technology. His scholarly and consulting work has been featured in stories in the Wall Street Journal, Washington Post and USA Today. He has also written two books: The Inner World of Money: Taking control of your financial decisions and behaviors (2012) and Taming Disruptive Behavior, published by ACPE, in 2012.

Before DePaul, Dr. Martin practiced clinical psychology in primary health care settings. He continues to practice behavioral sleep medicine as a licensed clinical psychologist. He also has served in key leadership positions at DePaul, Johns Hopkins Hospital and Tulane University Hospital and Clinics. He serves on boards, such as Aurora Health Care, as a member of the social responsibility and executive compensation committees.

Dr. Martin is actively involved in the innovation/entrepreneurship community in Chicago, working with health care organizations to design processes and collaborating with health-focused business incubators, such as Healthbox. He was recently selected as a Coleman Entrepreneurship faculty fellow to continue his work on health care innovation and entrepreneurship. Dr. Martin is seeking a postgraduate diploma in global eHealth at the University of Edinburgh School of Medicine.

Barry Silbaugh, MD, MS, FACPE

Barry Silbaugh, MD, MS, FACPE, is the former CEO of the American College of Physician Executives (ACPE), now known as the American Association for Physician Leadership. As the first physician CEO of ACPE, he helped expand the organization by developing new educational content focused on patient safety, high reliability and integrating the cultures of medicine and management. He was named to Modern Healthcare’s “Most Influential” lists from 2009 to 2011, and honored as a distinguished fellow of ACPE in 2012.

He served on the board of governors of the National Patient Safety Foundation from 2009 to 2012. Dr. Silbaugh is currently a core faculty member of Arizona State University’s Fellowship for Innovation Leadership in Health Care. He serves on the boards of Presbyterian Health Plan and the regional chapter of the American College of Healthcare Executives, both in New Mexico. Dr. Silbaugh is co-author of the article “Landing on the Hudson River: Lessons for Health Care” (PEJ May/June 2010), with Jeff Skiles, the co-pilot of Flight 1549, which outlines key principles of safety and teamwork important to health care. Passionately curious about people and their efforts to improve their world, he represented ACPE on professional delegations to China, Tibet, Rwanda, Nigeria and Saudi Arabia.

Dr. Silbaugh’s career has included full-time clinical work as an internist/hematologist, medical director of a Blue Cross Blue Shield plan, vice president of medical operations for Catholic Health Initiatives, chief medical officer of a consumer-focused Internet startup, and consulting.