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.
Registration Information

Physician Leadership Development Conference
March 11-12, 2016, The American Club, Kohler

Early Bird Options - register by January 15, 2016:
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

Online Registration ONLY: All registrations can be made online at:
http://events.SignUp4.net/16PLD

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: 16PLD
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 29, 2016.

Hotel Accommodations
A block of rooms has been reserved for the evenings of March 10 and 11 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 #81z90k. 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, even through the cut-off date, 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 18, 2016, 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.
**Friday, March 11**

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

8:00 am  **Crucial Conversations in Medical Management**  
Stacy Nelson, MEd, EdD, American Association of Physician Leadership

Physician leaders who work in environments that are increasingly stressful face a stark choice. They can either retreat from the conflict and risk isolation, powerlessness and burnout or take on these stressful situations and create a better, safer environment. During this session, build the skills required to master the toughest, most high-stakes challenges a physician leader faces. Learn how to stay focused on results and relationships and avoid being sidetracked into saving face, keeping the peace, punishing or winning. Learn to control emotions instead of jumping to harsh conclusions that cause anger or hurt, be persuasive without being abrasive, and help others stay focused in the discussion.

By the end of this session, attendees should be able to:
• Discover what to watch for as a discussion runs its course
• Explore how to restore safety in a conversation, making it safe for others to share their honest opinions
• Control emotions instead of jumping to harsh conclusions that cause anger or hurt
• Employ ways to be persuasive without being abrasive, no matter the topic

11:45 am  Luncheon (provided) for attendees and hosts

12:45 pm  **Influencer: The New Science of Leading Change**  
Stacy Nelson, MEd, EdD, American Association of Physician Leadership

What do a high-powered Fortune 500 executive, a tribal leader in sub-Saharan Africa, and the founder of a San Francisco-based conglomerate run exclusively by ex-cons have in common? They’ve all learned how to help themselves and others change behavior. In other words, they’re all influencers. In spite of the fact that we’re all routinely trying to help ourselves and others alter behavior, few of us can articulate a model of what it takes to do so. This session will bring together the strategies of modern-day influence masters, creating a coherent and portable model for changing behaviors—a model that nearly anyone can learn and apply. This session will teach physician leaders powerful strategies to create rapid, dramatic and permanent change. Learn how to solve the problems you care about most as a physician leader, from the simplest to the most persistent, resistant and profound challenges you can imagine.

By the end of this session, attendees should be able to:
• Apply powerful strategies for changing both thoughts and actions
• Identify a handful of high-leverage behaviors that lead to rapid and profound change
• Harness the power of peer pressure, opinion leaders and other social forces
• Learn how to enable others through leveraging the invisible power of the environment
• Marshall six sources of influence to make change inevitable

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.”

(Continued on next page)
Stacy Nelson, MEd, EdD

Stacy Nelson is a senior master certified trainer in influencer training, crucial conversations and crucial accountability. Nelson has extensive experience introducing and teaching these crucial skills to major organizations, including BMW, Nortel, Allstate, the IRS, Microsoft, Massachusetts General Hospital, Johns Hopkins Medical Center and Walt Disney Co. Respected in the health care industry, Nelson worked with James Rippe, a Harvard-trained cardiologist, in the development of a nationally-recognized executive health assessment at Celebration Health in Celebration, Florida. Nelson is considered a leading expert in the 2005 VitalSmarts research study that produced *Silence Kills: The seven crucial conversations for healthcare*. He serves as a personal coach at many hospitals, educational institutions and for hundreds of corporate executives. Nelson is frequently invited to deliver keynote speeches at local and national conventions.

As a recipient of the Zapara award for excellence in teaching, Nelson consistently receives accolades for his charismatic presentation style and highly effective training design.

Michael Guthrie, MD, MBA, FACPE

Dr. Michael Guthrie is executive-in-residence at the University of Colorado-Denver’s School of Business program in health administration. He is also an executive coach, focused exclusively on physician leadership improvement. He leads learning collaboratives for health care leadership teams, boards of trustees and physician leader groups within organizations. He is known as a thought leader in physician engagement and physician relationship strategy for hospitals and health systems. Guthrie has been a practicing physician, medical director, chief operating officer, health system CEO and senior executive for a national health care alliance. Guthrie is a frequent speaker for health systems and national organizations on physician leadership, physician organizations, team management and health care strategy. He has served on the editorial advisory boards for several national health care journals and has published more than 50 articles on health care management and physician leadership topics. He serves on the executive advisory boards for companies that provide the health care industry with information technology, business services and customer support.

**Program Agenda (continued)**

**Saturday, March 12**

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

8:00 am  **Medical Staff Leadership: Meetings and Organizational Politics**

Michael Guthrie, MD, MBA, FACPE, American Association of Physician Leadership

As a leader on your organization’s medical staff, you likely carry out peer review and make complex credentialing and privileging decisions. You fulfill other critical responsibilities that directly affect patient care, your organization’s success, and even your own livelihood and those of your colleagues. This half-day session will teach physician leaders how to run an effective meeting, deal with “no-shows,” “late shows,” and disruptive personalities effectively, and ways to master how to use power to gain desired results.

By the end of the session, attendees should be able to:
- Describe best practice for running more effective meetings
- Demonstrate how to use group dynamics to build support
- Apply techniques for group decision-making

12:30 pm  Adjourn

**About the Presenters**

**Stacy Nelson, MEd, EdD**

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