

WHA Education

Physician Leadership Development Conference

Who Should Attend

- Any physician fairly new to leadership/management role
- Any physician with leadership/management potential
- New clinical department chairs
- New committee chairs (ethics, grievances, etc)

Continuing Medical Education

Accreditation: The American College of Physician Executives (ACPE) is accredited by the Accreditation Council for Continuing Medical Education to provide continuing education for physicians.

The American College of Physician Executives designates this educational activity for a maximum of 12 *AMA PRA Category 1 Credits™*. Each physician should only claim credit commensurate with the extent of their participation in the activity.

Additionally, these programs are part of the ACPE and CCMM requirements toward a graduate degree or certification in medical management.

Friday, March 12 and Saturday, March 13, 2010

Friday: 8:00 AM–5:00 PM / Saturday: 8:00 AM–12:00 PM

The American Club

Highland Drive, Kohler, WI

P: 800-344-2838

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 College of Physician Executives (ACPE) 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. Attendees will focus on managing physician performance as well as improving practical managerial skills and knowledge.

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.



Program Information

Special Needs

If you have any special needs, including dietary restrictions with which we can help you, please contact Lisa Littel at llittel@wha.org.

Directions

Directions will be sent with confirmations.

Sleeping Accommodations

A block of rooms has been reserved for the evenings of March 11 and 12 at The American Club in Kohler. Call 800-344-2838 to reserve a room in the WHA block by February 19, 2010. When making a reservation, request a room in the "Wisconsin Hospital Association" group block. Rate is \$158 for single occupancy and \$178 for double occupancy. ***Final cut-off date for room reservations at the special rate is February 19, 2010.***

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. Cancellations will not be refunded if received less than five business days prior to the event. No-shows will be billed in full, without credit for future programs. Substitutions are accepted.

Registration Information

Register online at www.wha.org

Mail or fax your completed registration form with payment to:

Lisa Littel
Wisconsin Hospital Association
PO Box 259038
Madison, WI 53725-9038

Fax: 608-274-8554

Questions

About registration: call Lisa Littel at 608-274-1820 or email llittel@wha.org

About content: Call Jennifer Frank at 608-274-1820 or email jfrank@wha.org

Program Agenda

Friday, March 12

7:30 am Registration & Continental Breakfast
(for attendees and hosts)

8:00 am **Physicians & Hospitals: Proven Techniques to Optimize the Relationship**
Edward O'Connor, MBA, PhD
American College of Physician Executives

Too often it seems that physicians and health system leaders are locked in a lose-lose battle with no apparent way out. This session will develop a new and non-intuitive approach for managing the often broken relationships between health system leaders and physicians.

Attendees will focus on:

- Reviewing why traditional approaches for integrating hospitals and physician frequently don't work
- Examining specific strategies for developing connections among often disparate and fragmented individuals
- Applying tools for managing the relationships between critically needed, highly diverse health care perspectives.

12:00 pm Luncheon (provided) for attendees and hosts

1:00 pm **Physicians & Hospitals (continued)**

5:00 pm Adjourn

5:30 pm Reception and Dinner for attendees, hosts and registered guests at the Blackwolf Run Golf Course (shuttle transportation provided)

Saturday, March 13

7:30 am Breakfast Buffet (for attendees and hosts)

8:00 am **Management Skills**
Michael Guthrie, MD, MBA, FACPE
American College of Physician Executives

Master the tools for effective decision-making, group dynamics, running meetings, dealing with disruptive individuals and other every day challenges in management. If you can't run a meeting well, people will not think of you as a good leader – that's the first thing they see you do. Learn how to control those who talk too much and get information from those who talk too little. Figure out what topics should be discussed in the meeting and outside the meeting.

Attendees will focus on:

- Learning the communication style of others in order to influence them
- Deciding what kinds of meetings to have and when
- Using a technique that identifies problems and solutions
- Remaining calm and professional in emotionally charged situations
- Planning for powerful presentations

12:00 pm Adjourn

Registration Form

(photo copies may be used)

Physician Leadership Development Conference

March 12-13, 2010, The American Club, Kohler

Early Bird Options - register by January 22, 2010:

- A. Full Conference registration: \$750.00 per person (includes CME credit)
- B. Host Registration: \$250.00 per person (does NOT include CME credit)
- C. Group Discount: Organizations registering three (3) or more attendees (must be registered and paid for on one form): \$25 off Early Bird Pricing for Options A or B

Registration Options - register January 23 or later:

- D. Full Conference registration: \$800.00 per person (includes CME credit)
- E. Host Registration: \$300.00 per person (does NOT include CME credit)
- F. Group Discount: Organizations registering three (3) or more attendees (must be registered and paid for on one form): \$25 off Registration Pricing for Options D or E
- G. Guest for Friday reception/dinner only: \$120 per person

Options A-F include all materials and all meals, including Friday reception/dinner.

Host registration is for hospital representatives (non-physicians) interested in accompanying physicians to the conference.

This option does NOT include CME credit. To earn CME credit, you must choose registration option A or D.

Mail or fax your completed registration form with payment to: Lisa Littel, WHA

PO Box 259038, Madison, WI 53725-9038

Fax: 608-274-8554

or register online at www.wha.org

Facility

Address

City/State/Zip

Name Title Registration Option (A-G)

Email Phone Fax

Name Title Registration Option (A-G)

Email Phone Fax

Name Title Registration Option (A-G)

Email Phone Fax

Name Title Registration Option (A-G)

Email Phone Fax

Payment Information

Check Total Enclosed: \$ _____ *Make checks payable to: Wisconsin Hospital Association*

Visa MasterCard

Name on card Billing Address/ City/State/Zip (for name on card)

16 Digit Number Expiration Date Amount \$

About the Presenters

Edward O'Connor, MBA, PhD

Edward O'Connor is a dynamic, provocative speaker who brings innovative approaches to practical health care solutions. His work in guiding organizations to move from old, isolated agendas to passionate, collaborative futures, is groundbreaking and critical to the success of an industry facing radical change. By integrating current findings with over 35 years of experience, he provides pioneering health care practices to meet the demands of today's changing world.

He is a professor of management and health administration at the University of Colorado at Denver and Health Sciences Center, a principal with the Implementation Institute, and a faculty member of the American College of Physician Executives. He is also a member of ACHE and MGMA.

As the author of over 150 research articles, book chapters, papers and technical documents, Dr. O'Connor has conducted research on a diversity of topics including hospital-physician relations, entrepreneurship, team development, and health care leadership. His book, *Reclaiming Your Future: Entrepreneurial Thinking in Health Care*, provides practical ideas and examples for health care leaders who are committed to being the architects of their own futures.

In addition to holding management positions with General Electric and providing consulting services for diverse organizations, he has personally engaged in several entrepreneurial business ventures. During the 1980s, for example, he served as president of WPRC, Inc., a financial services holding company. Dr. O'Connor holds an MBA from the Harvard Business School and a Doctoral degree in Industrial/Organizational Psychology from the University of Akron. He has previously served on business and psychology faculties at the Universities of Georgia, Tennessee and Texas as well as the Georgia Institute of Technology. He is a frequent keynote speaker at national and regional health care meetings and is known for his dynamic, high-energy style.

Michael Guthrie, MD, MBA, FACPE

Dr. Mike Guthrie is an executive-in-residence at the University of Colorado-Denver, in the School of Business, Program in Health Administration. He has been a practicing physician, a medical director, a chief operating officer, a health system CEO, and a senior executive for a large national health care alliance.

He teaches, speaks, and leads learning collaboratives for health care executive teams, boards of trustees, and physician leader groups in organizations of various types. He is well known as a facilitator and thought leader regarding physician engagement and physician strategy. He is also an executive coach, focusing on supporting physician executive performance. Dr. Guthrie was most recently a senior vice president for Premier, Inc. He was previously the CEO of the Good Samaritan Health System in San Jose, California, and the COO for the Penrose-St. Francis Healthcare System in Colorado.

He has special experience in the areas of physician leadership development, helping physicians, hospitals and health systems work effectively together to improve quality, safety, and cost. He is also a strategic advisor to several health care companies. Dr. Guthrie graduated from Amherst College and received his medical degree from the University of Pennsylvania. He took his internship in medicine at Denver General Hospital and his residency in psychiatry at the Hospital of the University of Pennsylvania. He received his Masters in Business Administration from the School of Business at the University of Colorado. He is board certified by the American Board of Psychiatry and Neurology and was in private practice prior to becoming a physician executive in 1979. He is a past president of the American Academy of Medical Directors and past president of the American College of Physician Executives.

Dr. Guthrie is a frequent speaker for health systems and national organizations on topics including physician leadership, physician organizations, team management, and health care marketing. He serves on the editorial advisory board for several national health care journals and has published over 40 articles on health care management, and physician leadership topics.

