



**2019**

# WHA PHYSICIAN LEADERSHIP DEVELOPMENT CONFERENCE

Friday, March 15 and Saturday, March 16  
The American Club, Kohler, WI 53044 • 855-209-5679

## WHO SHOULD ATTEND

→ **Physician Leaders seeking to develop or enhance their administrative and leadership skills, including:**

- Any physician who has recently taken on a leadership/management role
- Any physician with leadership/management potential
- New or established clinical department chairs
- New or established committee chairs

→ **Senior Physician Leaders, including:**

- Any physician holding a chief medical officer, VP of medical affairs or medical director position
- Any others holding similar responsibilities in a Wisconsin hospital or health system

→ **Non-clinical, senior-level hospital or health system administrators/executives who accompany one or more physicians, as a Host, to the conference**

## CONTINUING MEDICAL EDUCATION

→ **“PHYSICIAN LEADERSHIP DEVELOPMENT” TRACK**

This activity is jointly provided by the American Association of Physician Leaders and the Wisconsin Hospital Association.

→ **“SENIOR PHYSICIAN LEADERSHIP” TRACK**

This activity is jointly provided by AXIS Medical Education and the Wisconsin Hospital Association.

Physician and advanced practice clinician 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 decisionmaking, problem solving, communication and negotiation.

The annual WHA Physician Leadership Development Conference is an opportunity for Wisconsin hospitals and health systems to offer their physicians and advanced practice clinicians reputable, CME-qualifying education focused on developing administrative and leadership skills—at a reasonable price, and with more limited travel time and expense.

New to the 2019 conference is a Saturday morning track of education specific to senior physician leaders, including chief medical officers, vice presidents of medical affairs, medical directors and others holding similar responsibilities. This new offering allows you to accompany your physician leaders to the Friday education, network at the Friday evening event, and then meet with your peers on Saturday morning to examine the role of senior physician leaders today and into the future, through a didactic presentation, an interactive reactor session, and a facilitated roundtable discussion.



# PROGRAM AGENDA

## FRIDAY, MARCH 15

### 8:00 am **Engaging Physicians for Results**

*Stephen Beeson, MD, Faculty, American Association for Physician Leadership*

Physician leaders will learn how to set out a compelling vision and gain physician buy-in for change. Performance metrics, training programs and leadership development are key takeaways for all participants of this interactive session.

At the conclusion of this course, physician leaders at all career levels will be able to:

- Describe strategies to gain physician buy-in
- Create and communicate a compelling organizational vision and goals
- Demonstrate ways to build trust and confidence among stakeholders
- Create a performance leadership structure
- Develop and use performance monitoring metrics
- Recognize and implement effective physician training and development programs
- Discuss effective management of medical staff and medical executive committees

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

1:00 pm **Engaging Physicians for Results** (continued)

5:00 pm Adjourn for the day

### 6:00 pm **“Destination Kohler” Dinner Event at the Kohler Design Center**

Join us for an evening dinner event, “Destination Kohler.” Enjoy touring the beautiful Kohler Design Center along with the company of fellow physician leaders, hospital and health system leaders and guests. Sample dishes from a variety of stations representing The American Club’s best restaurants, along with a hosted bar and dessert buffet. This event is included in the registration fee for all registered physicians and hosts, and guests are invited to join us for this interactive dinner for an additional fee.

## REGISTRATION INFORMATION

### Early Bird Registration Options – registered by January 31, 2019:

- Physician Leadership Development: \$800 per person
- Senior Physician Leadership: \$800 per person
- Host: \$325 per person

### Registration Options – registered February 1, 2019 or later:

- Physician Leadership Development: \$875 per person
- Senior Physician Leadership: \$875 per person
- Host: \$400 per person

### Guest Registration Option:

- Guests to Friday’s ‘Destination Kohler’ dinner event at Kohler Design Center: \$90 per person  
(early bird discount does not apply)

## PAYMENT INFORMATION

WHA accepts VISA or MasterCard payments online. If you choose to pay by check, make payable to Wisconsin Hospital Association. Print your registration confirmation and mail with check payment to:

Wisconsin Hospital Association  
Attn: 19PLD  
PO Box 259038  
Madison, WI 53725-9038

Register online at: <http://www.cvent.com/d/8bqp54>

# FEATURED PRESENTERS



## STEPHEN BEESON, MD

Stephen Beeson, MD is a board-certified family medicine physician and a recognized expert in physician coaching, engagement and performance improvement. He has authored two national best-selling books, “Practicing Excellence: A Physician’s Manual to Exceptional Health Care” (2006) and “Engaging Physicians: A Manual to Physician Partnership” (2009), and has spent the past eight years lecturing to more than 500 health care systems. He is co-founder of the Physician Effectiveness Project at [Practicingexcellence.com](http://Practicingexcellence.com), a web-based, CME-certified interactive physician learning platform used to build physician skills in patient-centeredness, quality and safety, high-performing teams, leadership and influence and building collaborative group culture.

As the physician director for Sharp Experience, a highly effective organizational change effort at Sharp HealthCare in San Diego, Dr. Beeson helped to improve physician performance in patient satisfaction from the sixth percentile to above the 90th percentile nationally. His efforts contributed to Sharp HealthCare winning the Malcolm Baldrige Award for performance excellence in 2007. Sharp HealthCare demonstrated its support by funding the Physician Effectiveness Project, allowing Dr. Beeson to share proven techniques with other organizations.



## MICHAEL GUTHRIE, MD, MBA

Michael Guthrie, MD, MBA is an 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.

Dr. Guthrie has been a practicing physician, medical director, chief operating officer, health system CEO and senior executive for a national health care alliance. He 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.



## ALAN KAPLAN, MD

Alan Kaplan, MD is the chief executive officer of UW Health, a role he has held since May 2016. He is a nationally renowned health care leader with a proven track record of leading large-scale clinical and cultural transformation with a focus on care coordination.

Dr. Kaplan previously served as executive vice president and chief clinical transformation officer for UnityPoint Health, a multi-state, integrated health system based in West Des Moines, Iowa. He was also the founder and president/CEO of UnityPoint Clinic, where he provided leadership for 1,300 providers. In addition, he served as president/CEO of UnityPoint at Home, a provider of home care, palliative, hospice and home infusion services. Prior to joining UnityPoint Health in 2009, he served as vice president and chief medical officer at Edward Health Services Corp., a health care system based in Naperville, Illinois.

Dr. Kaplan earned his medical degree from Rush University in Chicago, is board-certified in emergency medicine and earned a Master’s degree in medical management from Carnegie Mellon University. He is a Fellow of the American College of Healthcare Executives and a Fellow of the American Association of Physician Leadership, where he previously served as chairman of the board.

# CONTINUING MEDICAL EDUCATION

## PHYSICIAN LEADERSHIP DEVELOPMENT TRACK



JOINTLY ACCREDITED PROVIDER™  
INTERPROFESSIONAL CONTINUING EDUCATION

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

### Credit Designation for Physicians

The American Association for Physician Leadership designated this live activity for a maximum of 11 *AMA PRA Category 1 Credit(s)*™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

### Disclosure of Conflicts of Interest

The **faculty, Stephen Beeson, MD and Michael Guthrie, MD**, report no financial relationships or relationships they or their spouse/life partner have with commercial interests related to the content of this continuing education activity.

The **planners and managers, Charles Shabino, MD; Jennifer Frank; and Matthew Stanford, JD**, report no financial relationships or relationships they or their spouse/life partner have with commercial interests related to the content of this continuing education activity.

### Requirements for credit through AAPL:

- Attend/participate in the educational activity and review all course materials.
- Complete the online evaluation and CE attestation by **11:59 pm ET on April 15, 2019**. Instructions will be provided. If you do not enter the online portal by the above date, you will not be able to retrieve your statement of participation.
- Upon successful completion of the online form, your statement of completion will be presented to you to print.

## SENIOR PHYSICIAN LEADERSHIP TRACK



JOINTLY ACCREDITED PROVIDER™  
INTERPROFESSIONAL CONTINUING EDUCATION

### Accreditation Statement

In support of improving patient care, this activity has been planned and implemented by AXIS Medical Education and the Wisconsin Hospital Association. AXIS Medical Education is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing education for the health care team.

### Credit Designation for Physicians

AXIS Medical Education designates this live activity for a maximum of 10.75 *AMA PRA Category 1 Credit(s)*™ each. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

### Disclosure of Conflicts of Interest

AXIS Medical Education requires instructors, planners, managers and other individuals and their spouse/life partner who are in a position to control the content of this activity to disclose any real or apparent conflict of interest they may have as related to the content of this activity. All identified conflicts of interest are thoroughly vetted by AXIS for fair balance, scientific objectivity of studies mentioned in the materials or used as the basis for content, and appropriateness of patient care recommendations.

The **faculty, Stephen Beeson, MD; Alan Kaplan, MD; Mark Kaufman, MD; and Steve Kulick, MD**, report no financial relationships or relationships they or their spouse/life partner have with commercial interests related to the content of this continuing education activity.

The **planners and managers, Charles Shabino, MD; Jennifer Frank; Matthew Stanford, JD; and Dee Morgillo, MEd, CHCP**, report no financial relationships or relationships they or their spouse/life partner have with commercial interests related to the content of this continuing education activity.

### Requirements for credit through AXIS

- Attend/participate in the educational activity and review all course materials.
- Complete the CE Declaration form online by **11:59 pm ET on April 15, 2019**. Instructions will be provided. If you do not enter the online portal by the above date, you will not be able to retrieve your statement of participation.
- Upon successful completion of the online form, your statement of completion will be presented to you to print.

## SATURDAY, MARCH 16

**Physician Leadership Development Track:****8:00 am      Group Decision-Making and Meetings Management***Michael Guthrie, MD, Faculty, American Association for Physician Leadership*

Physician leaders will gain insight into group dynamics and learn important strategies to engage staff in decisionmaking. This interactive session will focus on how to effectively facilitate group discussions and formal meetings, while focusing on positive outcomes.

At the conclusion of this course, physician leaders will be able to:

- Describe effective ways to engage staff and others in decisionmaking
- Identify group dynamics
- Demonstrate effective group discussion and meeting facilitation

12:00 pm      Adjourn

**Senior Physician Leadership Track:****8:00 am      The Senior Physician Leader's Role in a Rapidly Changing Health Care Environment***Alan Kaplan, MD, FACHE, FAAPL, Chief Executive Officer, UW Health*

Changes within the rapidly changing health care landscape are widespread, from new models of care to technological advances to increased patient and family expectations. As the health care environment evolves, senior physician leaders will find themselves discovering their role has changed and their leadership capabilities must as well. This insightful session allows senior physician leaders the opportunity to examine their current role, consider their future role and how they can navigate the new environment successfully themselves while supporting both the mission of their organization and their medical staff.

At the conclusion of this session, senior physician leaders will be able to:

- Examine how senior physician leader responsibilities will evolve over the next five years
- Describe what leadership capabilities will become most important for senior physician leaders in the future
- Identify ways a senior physician leader can support both his/her organization and its mission while also supporting his/her medical staff

**9:00 am      Reaction/discussion to message(s) from keynote speaker***Facilitated by Mark Kaufman, MD, Chief Medical Officer, Wisconsin Hospital Association*

9:45 am      Break

**10:00 am      Senior Physician Leader Roundtable***Facilitated by: Steve Kulick, MD, Chair, WHA Physician Leader's Council; Chief Experience Officer, Marshfield Clinic Health System*

An interactive, facilitated group discussion focused on sharing real-life experiences, challenges and opportunities faced by senior physician leaders, chief medical officers and others holding similar responsibilities in hospitals and health systems throughout Wisconsin.

At the conclusion of this roundtable discussion, senior physician leaders will be able to:

- Evaluate and implement strategies to identify and nurture effective physician leaders
- Develop and deliver communications to physicians who sustain and build trust and loyalty to your organization
- Identify and describe strategies to help organizations and physicians redefine physician perceptions of autonomy and control within an integrated health care system

12:00 pm      Adjourn

## CONFERENCE INFORMATION

### 2019 registration options:

#### 1. PHYSICIAN LEADERSHIP DEVELOPMENT:

This is the traditional, general session education track for physician leaders seeking to develop or enhance their administrative and leadership skills. These attendees will participate in the full-day program on Friday and the "Physician Leadership Development" track on Saturday morning; fee includes Friday evening dinner event; CME credit is awarded for participation.

#### 2. SENIOR PHYSICIAN LEADERSHIP:

This new education track is for senior physician leaders, including those holding CMO, VP of medical affairs or medical director positions, and others holding similar responsibilities. These senior physician leaders will participate in the full-day program on Friday and the "Senior Physician Leadership" track on Saturday morning; fee includes Friday evening dinner event; CME credit is awarded for participation.

#### 3. HOST:

Non-clinical, senior-level hospital or health system administrators who accompany one or more physicians to the conference; fee includes Friday evening dinner event; CME credit is not awarded to those participating as a Host.

### 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.

### MEETING ATTIRE

Appropriate attire for this meeting is business casual. Please remember that meeting rooms and public areas may be cool, so bring a jacket or sweater for your own comfort. Appropriate attire for the Friday evening dinner event is also business casual.

### SPECIAL NEEDS

If you have any special needs, including dietary restrictions, with which we can help you, please contact Kayla Chatterton at [kchatterton@wha.org](mailto:kchatterton@wha.org) by February 22, 2019.

### QUESTIONS

For questions about content, contact Jennifer Frank at [jfrank@wha.org](mailto:jfrank@wha.org); or call 608-274-1820.

For questions about registration, contact Kayla Chatterton at 608-274-1820 or [kchatterton@wha.org](mailto:kchatterton@wha.org).

## LODGING INFORMATION

### HOTEL ACCOMMODATIONS

A block of rooms has been reserved for the evenings of March 14 and 15 at The American Club in Kohler. Call 1-855-209-5679 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 #82G2P4.

Rate is \$192 for single occupancy and \$217 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 22, 2019, whichever occurs first.

Hotel cancellations must be made DIRECTLY with The American Club.

Register online at

<http://www.cvent.com/d/8bqp54>