

# WHA Education

## 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.)
- Seasoned physician leaders
- Hospital CEOs/executives
- Hospital physician liaisons

### 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 10 and Saturday, March 11, 2017**

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

**The American Club**

**419 Highland Drive, Kohler, WI 53044**

**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 Association for Physician Leadership 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 10-11, 2017, The American Club, Kohler

### Early Bird Options - register by January 15, 2017:

Physician conference registration: \$875.00 per person (includes CME credit)  
Host registration\*: \$325.00 per person (does NOT include CME credit)

### Registration Options - register January 16 or later:

Physician conference registration: \$925.00 per person (includes CME credit)  
Host registration\*: \$375.00 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 non-physician/non-clinician, senior-level hospital representatives who accompany one or more physicians to the conference. The host registration option does NOT include CME credit. It DOES include all materials and meals, including Friday evening's "Destination Kohler" dinner event.

### Guest Registration Option:

Guest to Friday's "Destination Kohler" dinner event at the Kohler Design Center: \$90.00 per person  
(early bird discount does not apply)

All registrations can be made by visiting [www.wha.org](http://www.wha.org) or  
<http://www.cvent.com/d/nvq2w6>

## 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: 17PLD  
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 Kayla Chatterton at [kchatterton@wha.org](mailto:kchatterton@wha.org) by February 24, 2017.

## Hotel Accommodations

A block of rooms has been reserved for the evenings of March 9 and 10 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 #8282AF. Rate is \$190 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 17, 2017, 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 Chuck Shabino, MD, at [cshabino@wha.org](mailto:cshabino@wha.org) or Jennifer Frank at [jfrank@wha.org](mailto:jfrank@wha.org). For questions about registration, contact Kayla Chatterton at 608-274-1820 or [kchatterton@wha.org](mailto:kchatterton@wha.org).

# Program Agenda

## Friday, March 10

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

8:00 am **Emotional Intelligence: The Final Frontier**  
*Kevin O'Connor, MA, CSP, LMFT, LCPC, faculty, American Association for Physician Leadership*

We have all known very smart people who were very bright technically, but had very poor communication and connection skills. The Intelligence Quotient is a measure of how bright a person is, how he/she can process information, and even how he/she can function with data. A person's Emotional Intelligence, however, is a set of very specific skills that address the rest of the equation: how to connect and communicate with colleagues for optimum performance. For many of us, this truly is the Final Frontier: if we can master this last piece of leadership, others may even listen to us! When our leadership is being tested, it is not that we are not smart; it may be that we need to brush up on the skills of being savvy with others. This workshop teaches physician leaders skills to elicit connection, communication, and cooperation, particularly from fellow medical professionals.

The interactive course addresses the following:

- Emotional self-awareness of the leader: how do I know when I connect well?
- Awareness of others: how can I ensure that what I communicated is what they heard?
- Making decisions as to when it's time to have a discussion: when is the right time to have the right talk?
- Listening skills: what are the critical, learnable and useful skills that ensure cooperation?

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

- Discuss how to structure the work so team members are able to contribute, feel connected, know that they count, and are able to communicate up and down the organization.
- Recognize use of the right words at the right time for the right purpose to improve performance and satisfaction.
- Describe the principles of how to motivate and encourage other physicians in partnership with their lay executives as well as their medical team.

12:00 pm Luncheon (for attendees and hosts)

1:00 pm **Emotional Intelligence: The Final Frontier (continued)**

5:00 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 guests, all while sampling dishes from a variety of stations, representing many 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. This event is included in the registration fee for all registered attendees and hosts. Guests may register for the dinner event for an additional fee.

## Saturday, March 11

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

8:00 am **Strategic Physician Recruitment and Retention: A Physician Leader's Role**  
*Jennifer Grebenschikoff, Faculty, American Association for Physician Leadership*

Finding and keeping the best of the best – that's your goal as the physician leader of your organization. This half-day session will focus on the physician leader's role in the development and execution of the organization's strategic physician recruitment and retention plan. Attendees will gain the skills to recognize which physician candidates are more likely to fit well into their organization and their community, and how likely it is that they will stay. Physician leaders will learn step-by-step strategies and techniques for improved hiring and longer retention of the candidates they hire and want to keep.

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

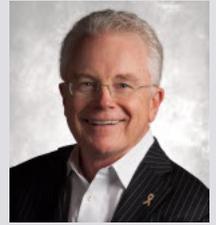
- Explain how to match their candidates to their needs.
- Recognize how to spot "red flags" indicating they may have a physician who just doesn't fit.
- Describe how to conduct productive reference calls that will help identify a disruptive physician candidate.
- Discuss why a formal retention plan is critical to the performance of a new hire and to the organization's success.
- Identify what's included in an effective retention process.

12:00 pm Adjourn

## About the Presenters

### Kevin O'Connor, MA, CSP, LMFT, LCPC

Kevin O'Connor specializes in working with physicians called to the next step in their careers, to help them present, influence and lead better, so their teams can focus on innovating, communicating and growing. O'Connor demonstrates safe, easy-to-learn strategies that will bring physicians together for greater influence, patient safety and improved quality.



After more than 25 years of teaching and interviewing successful physicians around the globe, O'Connor knows what physicians must consider to transition from peer to leader and achieve their goals in today's dynamic health care environment. His areas of expertise include leadership, teamwork/collaboration, conflict resolution, innovation and ethics.

O'Connor has authored and co-authored several books, including *Fearless Facilitation: The ultimate guide to engaging (and involving!) your audience* (2013), *Speak Up: A Woman's Guide to Presenting Like A Pro* (2008, co-authored with Cyndi Maxey, CSP) and *Present Like A Pro: A Field Guide to Mastering the Art of Business, Professional and Public Speaking* (2006, co-authored with Cyndi Maxey, CSP).

### Jennifer Grebenschikoff



Jennifer Grebenschikoff has been in health care management since 1972, and is now an independent consultant specializing in physician leadership, recruitment and retention. She was a founder and the president of the Physician Executive Management Center (PEMC), the only firm nationwide that specialized exclusively in physician executive search. For more than 30 years, PEMC worked extensively with organizations to help them recruit senior medical leaders.

Before founding PEMC, Grebenschikoff held management and consulting responsibilities in three HMOs, a large multi-specialty medical group and a medium-sized community hospital. Since establishing the PEMC in 1983, Grebenschikoff has become an expert on the role and recruitment of physician executives. She is a frequent speaker and contributor to many of the industry's programs and publications, with articles appearing in the *Physician Executive Journal*.

Grebenschikoff regularly teaches how to successfully recruit and retain the physicians who match an organization's mission, vision and values. She has regularly served as a panelist in discussions on recruiting, where she describes what client organizations want in a physician leadership candidate and how that candidate's success will be measured on the job.

