Wisconsin Hospital Association Health Care Leadership Academy

2027 Program Year

WHO SHOULD ATTEND

This program is open to clinician and non-clinician staff and is targeted toward two groups of people within the hospital:

- Leadership staff who aspire to promote into the C-Suite
- New C-Suite leaders who want to continue to promote up within the hospital

Participation in the academy is open to WHA member hospital staff only.

PROGRAM OBJECTIVES

At the conclusion of the program, participants will be able to demonstrate their knowledge learned in order to successfully navigate the complexities and opportunities of the future of health care.

PROGRAM DESCRIPTION

The health care sector has been operating through constant change for decades while navigating rapidly advancing technologies, evolving standards of care, changing patient and population demographics, cost pressures, evolving fee and reimbursement models, and complexities in the legal and regulatory environment. With significant future change on the horizon, this transformation and disruption creates a need to build resilient and capable health care leaders with the skills to successfully navigate the complexities and opportunities of the future of health care.

Hospital leaders have a particular need to understand the "business of health care" so they can contribute in more meaningful ways to better patient care, cost management and effective service delivery.

In response to this need, the Wisconsin Hospital Association, in partnership with the Wisconsin School of Business Center for Professional & Executive Development (CPED), are proud to announce the 2027 WHA Health Care Leadership Academy.

WHA WISCONSIN HOSPITAL ASSOCIATION
ADVOCATE. ADVANCE. LEAD.

WISCONSIN SCHOOL OF BUSINESS
UNIVERSITY OF WISCONSIN–MADISON
CENTER FOR PROFESSIONAL & EXECUTIVE DEVELOPMENT

ABOUT THE PROGRAM

2027 WHA HEALTH CARE LEADERSHIP ACADEMY

The WHA Health Care Leadership Academy's curriculum is focused on topics that have been requested by Wisconsin health care leaders. The Wisconsin School of Business Center for Professional & Executive Development (CPED) instructors, along with WHA leadership staff, will be the primary instructors for these topics. This program is open to clinician and non-clinician staff and is targeted toward two groups of people within the hospital:

1. Leadership staff who aspire to promote into the C-Suite
2. New C-Suite leaders who want to continue to promote up within the hospital

Participation in the academy is open to WHA member hospital staff only.

HEALTH CARE LEADERSHIP ACADEMY BENEFITS

Graduates will earn a Wisconsin School of Business Center for Professional & Executive Development (CPED) program certificate.

In addition, graduates will be extended the following benefits related to participation in the Wisconsin School of Business Professional MBA (PMBA) program:

1. Priority consideration for admission in the PMBA program. (Minimum admission requirements, as prescribed by the Wisconsin School of Business, must be met.)
2. 10% tuition discount on the PMBA program (approx. $7,500 value).
3. Credits toward a health care leadership badge, as required for a PMBA (number of credits is yet to be determined).
4. Eligible to waive up to 12 credit hours of graduate coursework in the PMBA program, if obtained as part of graduate coursework from the University of Wisconsin-Madison or another AACSB-accredited institution. (Each candidate will be reviewed and approved based on their academic credentials.)

For more information on the PMBA curriculum, click here.

2026 graduates of WHA's Health Care Leadership Academy with Bucky Badger.

PROGRAM AGENDA

2027 Health Care Leadership Academy

Below is the current agenda for the 2026 program year. It is subject to change based upon resource availability. The current agenda is structured to provide education using both in-person and virtual formats. Please note that self-directed learning assignments will be woven into the entirety of the program.

TUESDAY, JANUARY 26, 2027 *Virtual*

8:00 a.m. - 10:00 a.m.

Welcome: Launch, Assessments and Debriefs
Michelle Reid-Powell, President/Executive Director, Wisconsin School of Business Center for Professional & Executive Development (CPED)
David Hafner, Program Coordinator, CPED
Lisa Yaffe, Program Director, CPED
Leigh Ann S. Larson, Vice President of Education and Corporate Partnerships, WHA

TUESDAY, FEBRUARY 9, 2027 *Fluno Center, Madison, WI*

8:30 a.m. - 11:30 a.m.

Kick-off and The Business of Health Care: Leadership, Strategy, and Understanding the Business
Michelle Reid-Powell, President/Executive Director, CPED
Kyle O'Brien, President and CEO, WHA
Dr. Adam J. Bock, MBA, PhD, Instructor of Healthcare Management, CPED

As health care leaders, we deliver clinical expertise each day, yet also need to understand strategic leadership and the fundamentals of the business of health care. In this session, we will provide an overview of the economic pressures in the health care industry and responses to these pressures by health care organizations. We will discuss the importance of the relationship between operating results and the financial health of the health care organization and introduce you to the economics of managing the cost structure and revenue function of the operating budget in different payment environments (fee-for-service, bundled, and capitated.)

11:30 a.m. - 12:30 p.m. Lunch

12:30 p.m. - 4:30 p.m.

The Business of Health Care: Leadership, Strategy, and Understanding the Business (continued)
Ann Martel, Instructor, CPED

WEDNESDAY, FEBRUARY 10, 2027 *Fluno Center, Madison, WI*

8:30 a.m. - 11:30 a.m.

Understanding Values, Navigating Ethical Issues, and Incorporating the Inclusion and AI Imperatives in Healthcare
Jennifer M. Olson, MBA, Instructor, CPED

High ethical standards are critical in a health care environment. Whether working as a physician, clinician, or other health care administration role, moral decision making must be applied to health care practices and policies. In this session, we will explore emerging issues in health care ethics with a goal of preparing for the future of health care.

11:30 a.m. - 12:30 p.m. Lunch

PROGRAM AGENDA (Cont'd.)

12:30 p.m. - 4:30 p.m.

Relationship Management: Communication & Influence Across a Matrix
Millie Cason, MBA, MSN, PCC, Instructor, CPED

The ability to communicate effectively, build strong partnerships in the workplace, and influence with confidence and credibility are core skills necessary for every health care professional. In this session, we will explore the elements of emotional intelligence, and how they serve as foundational competencies for successful leadership, influence, and relationship management within complex matrixed health care environments.

TUESDAY, MARCH 2, 2027 *Virtual*

8:00 a.m. - 10:00 a.m.

Executive Project Sponsorship: The "Must Know" Essentials for Leading Organizational Projects
Scott Converse, Program Director, Project Managment, Lean Six Sigma and Business Analysis, CPED

As leaders within a health care environment, we are often called upon to lead or sponsor projects to address important departmental or organizational initiatives. In this session, we will explore the important role a project executive plays when sponsoring a key project or initiative, how to set the project up for success and ensure needed outcomes are delivered, and how the executive sponsor role is integrated and demonstrated throughout the project lifecycle.

THURSDAY, MARCH 25, 2027 *Virtual*

8:00 a.m. - 10:00 a.m.

WHA Information Center
Brian Competente, Vice President, WHA Information Center
Emily Holden, Data Operations Specialist, WHA Information Center

As a wholly owned subsidiary of the Wisconsin Hospital Association, the WHA Information Center (WHAIC) has a strong heritage of meeting the ever-changing, broad-based needs of health care stakeholders statewide. From helping hospitals and ambulatory surgery centers submit data in compliance with state mandates—to providing data sets, tools, reports and analytic services to health care providers and patients—WHAIC remains committed to serving our customers and maximizing the value that can be realized from Wisconsin's health care data. In this module, you will have the chance to expand your knowledge on how to turn your health care data into actionable insights for timely and reliable decision-making with our visualization tools and dashboards and learn how to analyze data to evaluate health care services, patient populations, utilization, staffing, financial and market performance and much more.

TUESDAY, APRIL 6, 2027 *Virtual*

8:00 a.m. - 10:00 a.m.

Effectively Navigating Difficult Conversations & Conflict
Tracey Nelson, SPHR, CPLP, Instructor, CPED

The workplace is a melting pot of professionals with varying personality styles and communication preferences, generational and cultural differences, and a wide variety of interests, motivations, backgrounds, and skills. Inevitably, situations arise where goals and perspectives may clash, and we need to have challenging conversations. The ability to have these courageous conversations and navigate conflict with candor and credibility is an essential skill for success in the workplace. Through understanding your own conflict style and developing our ability to effectively communicate in these challenging situations leads to more effective relationships, a more constructive culture, and a better performing team and organization.

PROGRAM AGENDA (Cont'd.)

THURSDAY, APRIL 22, 2027 — *Virtual*

8:00 a.m. - 10:00 a.m.

WHA Quality Improvement
Nadine Allen, Chief Quality Officer, WHA
Jill Lindwall, Quality Director, WHA

Quality improvement is everyone's responsibility, top to bottom, and integrated into an organization's high reliability culture. Knowing the right questions to ask of quality leaders and understanding how to use the multitude of data available for quality governance is the key driver to improving patient safety and reducing harm. Also included in this module is the Institute of Healthcare Improvement's (IHI) Triple Aim Model. The Triple Aim involves improving the patient experience of care (quality and satisfaction), driving down cost and improving population health. Also, the Science of Quality Improvement models such as the Plan, Do, Study, Act (PDSA), Small Tests of Change (STOC), Lean Six Sigma and others will be presented as templates and resources for implementing change.

TUESDAY, MAY 4, 2027 — *Virtual*

8:00 a.m. - 10:00 a.m.

Leading Health Care Teams in an Interprofessional Workplace
Steve King, MA, Instructor, CPED

Leading interprofessional teams in a health care environment requires a different skillset than managing individual performance. A high-performance team is a group of actively engaged and goal-focused individuals who collaborate and innovate to achieve consistently extraordinary results. This two-hour virtual session will help you identify the conditions necessary for effective team performance, accurately diagnose team issues, and create insights for learning how to cultivate dynamic and high performing teams that get results and achieve needed outcomes.

THURSDAY, MAY 20, 2027 — *Virtual*

8:00 a.m. - 10:00 a.m.

WHA Government Relations: The Medicare/Medicaid Test: Why Effective Advocacy is a Critical Skill for Health Care Leaders
Jon Hoelter, Vice President, Federal Affairs and Advocacy, WHA

Health care leaders can play an instrumental role in the development of public policy at both the state and federal level. But effective advocacy is a well-planned journey, not a series of sporadic sprints. Successful health care leaders make advocacy a deliberate priority and leverage resources available to them through advocacy organizations, like the Wisconsin Hospital Association. This session will dissect case studies when advocacy from health care leaders has been effective to influence a public policy outcome and give tools to participants so they, too, can become an effective advocate to protect high quality, high value health care in Wisconsin.

TUESDAY, JUNE 22, 2027 — *Fluno Center, Madison, WI*

8:30 a.m. - 11:30 a.m.

Executive Presence: Communicating with Confidence & Credibility
Tiffany Ogle, Instructor, CPED

Executive presence can be a leadership differentiator and impacts your influence and credibility with others. Whether you're presenting an idea, giving a formal presentation, or leading a team meeting, executive presence means you can communicate in a clear and compelling way enhancing how you are perceived as a leader. This session will help you strengthen your verbal and nonverbal leadership communication, cultivating a strong executive presence.

PROGRAM AGENDA (Cont'd.)

11:30 a.m. - 12:30 p.m.	Lunch
12:30 p.m. - 4:00 p.m.	**Digitization and the Future of Health Care** *Vallabh "Samba" Sambamurthy, PhD, Albert O. Nicholas Dean, WI School of Business* Digital technologies and big data offer tremendous opportunities to improve and enhance the delivery of health care. As the health care industry continues movement toward digital transformation, this session focuses on the importance of cultivating a digital mindset as leaders explore both the challenges and opportunities created through the rapid advancement of technologies in pursuit of better patient care and greater efficiency in delivery of health care solutions.
5:00 p.m. - 6:30 p.m.	Graduation and Dinner Reception

WEDNESDAY, JUNE 23, 2027 *Fluno Center, Madison, WI*

8:30 a.m. - 11:30 a.m.	**Leading Strategic Change in Times of Uncertainty & Disruption** *Jeff Chan, MA, Instructor, CPED* Health care has been operating through constant change for decades while navigating rapidly advancing technologies, evolving standards of care, changing patient and population demographics, cost pressures, evolving fee and reimbursement models, and complexities in the legal and regulatory environment. With the recent pandemic and change on the horizon, this transformation and disruption creates a need to build resilient and capable health care leaders with the skills to successfully navigate the complexities and opportunities of the future of health care. Be prepared to effectively lead change within your organization by learning strategies that will help you adapt to these new realities and changing conditions
11:30 a.m. - 12:30 p.m.	Lunch
12:30 p.m. - 1:30 p.m.	**Leading Strategic Change in Times of Uncertainty & Disruption (continued)** *Jeff Chan, MA, Instructor, CPED*
1:30 p.m. - 2:30 p.m.	**Reflection and Action Planning**

PROGRAM SPONSORS

The following organizations are proud sponsors of this program.

WHA | FOUNDATION

FEATURED PRESENTERS

NADINE ALLEN, BS, MBA, CPHQ, CHIEF QUALITY OFFICER, WHA

In her role, Nadine provides executive leadership on a variety of health care quality improvement efforts, including the Centers for Medicare & Medicaid Hospital Quality Improvement Contract (HQIC), WHA's CheckPoint public reporting of quality measures website, and represents WHA on several state and national quality improvement taskforces and advisory groups. She also serves on the boards or executive committtees of United Way 211, Superior Health Quality Alliance, Surgical Collaborative of Wisconsin, Wisconsin Association for Perinatal Care and DHS Hospital-Acquired Infection Advisory Committee. Nadine is a CPHQ (Certified Professional in Healthcare Quality). She holds a bachelor's degree in Industrial Engineering from UW-Platteville and an M.B.A. in Organizational Leadership. Nadine also has Lean Six Sigma Green Belt certification as well as Just Culture Certification.

DR. ADAM J.BOCK, MBA. PHD, INSTRUCTOR, CPED

Adam is an award-winning academic, serial entrepreneur and experienced strategy consultant. He has co-authored three books and has published more than 20 peer-reviewed articles and book chapters. Adam co-founded four university spin-outs in the life sciences: Nerites Corporation, Stratatech Corporation, Virtual Incision Corporation, and Cellular Logistics, serving as CFO of all four ventures and interim CEO of two of the companies. He provides executive education and coaching in strategy, entrepreneurship and innovation through the Center for Professional & Executive Development at the Fluno Center. Adam has also developed a series of online entrepreneurship courses in use in the UK and the US. He won the 2018 National 3E Award from the U.S. Association of Small Business and Entrepreneurship (USASBE) for the best experiential entrepreneurial classroom activity. He holds bachelors' degrees in Aeronautical Engineering and Quantitative Economics from Stanford University, an MBA from the University of Wisconsin-Madison, and a Ph.D. in Innovation and Entrepreneurship from Imperial College London.

MILLIE QUINTO CASON, MBA, INSTRUCTOR, CPED

Millie Cason is an accomplished commercial strategy and analytics executive with more than two decades of experience driving growth and transformation across the biotechnology, pharmaceutical, and diagnostic sectors. She is recognized for her ability to translate complex market dynamics and data into clear strategic direction—guiding organizations through pivotal launches, re-launch, and scale-up phases. Millie's career includes senior leadership roles at Amgen, Astellas, Biogen, and Exact Sciences. As Founder and Principal Consultant of BioPharm Insights, she now advises executive teams across the life sciences industry on developing strategic launch plans, commercial growth roadmaps, and analytics infrastructures that enhance performance and decision-making. Millie holds an MBA in Entrepreneurship from the University of Colorado and a Bachelor of Science in Biology from Loyola University Chicago.

JEFF CHAN, MA, INSTRUCTOR, CPED

Jeff specializes in working with companies to improve organizational performance and productivity through expertise in change management and business transformation. He has held general management and senior human resource positions with BP/Amoco, Hewitt, Sears and Spiegel. For the past 10 years he has been president of Chan Management Consulting, whose clients include ITW, Baxter, CME, Mondelez, Blue Cross Blue Shield Association, Navistar, RJ O'Brien and Associates, Elevance, DeVry, Grainger, Mercer, Nalco, and McCain Foods. Jeff is on the Board of Directors of the Association of Change Management Professionals and works to improve the field of change management through education, professional certification and advancement of the Change Management Association. Jeff has a B.A. from Michigan State University in Education and a M.A. from Michigan State University in Labor and Industrial Relations.

BRIAN COMPETENTE, VICE PRESIDENT, WHA INFORMATION CENTER

Brian is the Vice President and Privacy Officer of the WHA Information Center (WHAIC). He has been with WHAIC for more than 20 years, most recently holding the position of director of operations for eight years. His role is to oversee data submissions by hospitals and surgery centers and the release of various data outputs. He has assisted in the development of many of WHAIC's applications such as its data submission tool (WIpop), survey data submission tool, PricePoint and its visualization and analytics tool (Kaavio). His focus is to empower health care stakeholders in Wisconsin to transform data into actionable insights, facilitating timely and reliable decision-making. Through the provision of data sets, tools, reports and analytic services, WHAIC assists health care providers and patients, ensuring that customers derive maximum value from Wisconsin's health care data.

FEATURED PRESENTERS (Cont'd.)

SCOTT CONVERSE, PROGRAM DIRECTOR, PROJECT MANAGEMENT, LEAN SIX SIGMA, AND BUSINESS ANALYSIS, CPED

With over two decades of teaching experience at the Wisconsin School of Business, Scott has developed numerous courses in his areas of expertise, which include project management, portfolio management, gathering business requirements, process improvement using Lean Six Sigma, business statistics and decision making. As a practitioner, coach and technical advisor he is involved each year in the review of dozens of projects that range in size from the local workgroup level to enterprise-wide initiatives. He also has over a decade of applied experience in the field as a former information technology director and software technologist. Scott is a Six Sigma black belt and received his M.B.A. from the University of Wisconsin-Madison. He holds a bachelor's degree in physics from the University of Wisconsin-Eau Claire.

JON HOELTER, VICE PRESIDENT OF FEDERAL AFFAIRS AND ADVOCACY, WHA

Jon Hoelter has served as the Wisconsin Hospital Association's Director of Federal & State Relations since February of 2018. He serves as WHA's lead on federal lobbying and also assists on a variety of state lobbying efforts. Jon began his career in the state Legislature working for State Representative Mary Williams from Medford. He managed two of her successful re-election efforts. Jon then helped Sean Duffy get elected to Congress and worked in his D.C. office as a legislative assistant with a wide issue portfolio, including health care issues. He then worked in Governor Walker's office as a senior policy advisor in health care, insurance, and other issues. Most recently prior to joining WHA he served as the legislative advisor to Wisconsin's Department of Health Services. Jon is a graduate of UW-Madison.

EMILY HOLDEN, DATA OPERATIONS SPECIALIST, WHA INFORMATION CENTER

Emily is a Data Operations Specialist at the Wisconsin Hospital Association Information Center. She has been with the Information Center for more than six years. She has a Master of Public Health from the University of North Carolina at Chapel Hill. Before her role at WHAIC, she was a graduate from the University of Wisconsin – La Crosse with a BS in Public Health.

STEVE KING, MA, INSTRUCTOR, CPED

Steve is adjunct faculty for the Wisconsin School of Business Center for Professional & Executive Development. Prior to this role, Steve served as the president and executive director of the Center for five years. Formerly, Steve was chief learning officer and vice president of talent management for Baxter. Prior to this position, Steve was the senior vice president of human resources at Hewitt Associates for seven years, with responsibility for all aspects of human resources for the international consulting and outsourcing firm, and he was Hewitt's chief learning officer for three years. Before joining Hewitt, Steve was with the Bank of Montreal's Institute for Learning, where he was the faculty head for leadership and change management. He also held training and management development positions at CVS Caremark and BMO Harris Bank. Steve has an M.A. from the University of Wisconsin and a B.A. from the University of Iowa, both in economics.

JILL LINDWALL, DIRECTOR OF QUALITY, WHA

Jill joined the WHA quality team in 2019. As a Clinical Quality Improvement Manager, Jill oversees a variety of quality initiatives and programs engaging regularly with hospital quality leaders to drive measurable improvement in hospital quality measures. Jill leads the Hospital Quality Improvement Contract (HQIC) effort for Wisconsin hospitals, where she provides technical assistance, training, and coaching, to participating hospitals on priority quality projects. She directs the Wisconsin Partnership Program (WPP) funded Rural Health Substance Use clinical Support (RHeSUS) Program, partnering with UW School of Family Medicine and Public Health - PROTEA, and supports, coordinates, and facilitates quality professional development opportunities including the Wisconsin Quality Residency Program. Jill is a Registered Nurse (RN), Certified Professional in Healthcare Quality (CPHQ), holds a BSN from Marquette University, and a MSN from Edgewood College.

FEATURED PRESENTERS (Cont'd.)

ANN MARTEL, INSTUCTOR, CPED

Ann Martel is a highly regarded business leader with a passion for delivering high-energy presentations and classes on the topics of business acumen and improving personal results. Her expertise in the health care, insurance and senior living industries have provided valuable, insight. A dynamic executive and Certified Public Accountant with more than 20 years of Fortune 500 Company and government contracting experience, Ann possesses visionary, strategic analytical skills. She believes in consistently obtaining results through leadership, culture and cohesive team building, especially in virtual environments. Ann has served as CFO/Controller to a variety of organizations in the health care industry including Anthem/Wellpoint, Commonwealth Medical Group, Attic Angel Senior Community, Wisconsin Breast Cancer Coalition and Oakwood Lutheran Senior Ministry. In addition, as the assistant Medicare CFO at National Government Services, one of the largest Medicare contractors in the U.S., Ann had the opportunity to work on several large-scale projects with the Centers for Medicare & Medicaid Services. (CMS) Her experience from the provider, private insurance, non-profit and government perspectives gives her a unique insight to real-world challenges facing the industry right now. Ann's many years of teaching experience at Marquette University in Milwaukee has prepared her to engage audiences of all levels of tenure and experience. Ann holds a B.B.A. in Accounting from the University of Wisconsin and has completed the coursework for her M.B.A. from Cardinal Stritch University.

TRACY NELSON, MSOD, SPHR, CPLP, INSTRUCTOR, CPED

Tracy is a senior-level human resources, organizational development and learning/talent development leader with over 30 years of business experience in a variety of industries spanning health care, financial services, insurance, hospitality, manufacturing and non-profit. She served as vice president of talent solutions for the University of Wisconsin Center for Professional & Executive Development and now serves client organizations as a talent solutions advisor. In addition, Tracy is adjunct faculty in the MBA program at the Wisconsin School of Business, part of the University of Wisconsin. She is on the executive board of directors for GMA Society for Human Resources Management, and served as a chapter president for the Association for Talent Development. Tracy was one of the first in the nation to earn the certified professional in learning & performance designation through the National Association for Talent Development, and has earned the senior professional in human resources designation. She is certified through Human Capital Institute in strategic workforce planning, and is a Prosci-certified change management consultant. Tracy is certified to use a variety of assessment tools such as the full suite of Human Synergistics culture, leadership, and team assessments, as well as DISC, Big 5, and more.

TIFFANY OGLE, INSTUCTOR, CPED

Tiffany Ogle is the co-host of The Morning Blend on TMJ4 (NBC), Milwaukee's morning lifestyle talk show weekdays live at 9am. You may have also seen her on the court, behind the podium, or on the field when she worked as the In-game Host for the Milwaukee Bucks, Milwaukee Brewers, Lakeshore Chinooks, Host of GolfBound, or emceeing charity events in our community. Tiffany's background is in Organizational Psychology. She has been coaching media, on-camera performance, entertainment business, etiquette, and pageant coaching for 18 years. Her love of all things personality and performance have led her to further study cognitive behavioral therapy, neurolinguistic programming (NLP), and digital marketing and e-commerce. As a speaker and coach, she has traveled to hundreds of corporations, worked with CEO's and nonprofits across the Midwest, and loves to share stories from her own keynote and experiences, which contrast her "past life" in corporate IT recruiting with the entertainment business. She firmly believes you too can have work you love by knowing your purpose and having your own personal brand! uwcped.org.

FEATURED PRESENTERS (Cont'd.)

JENNIFER M. OLSON, MBA, INSTRUCTOR, CPED

Jennifer is a highly regarded, award-winning health care executive best known for her strategic and operational leadership in driving enterprise health care solutions. She is currently the senior vice president, chief operating officer at Children's Minnesota. In this role, she oversees vital areas of health system operations, including inpatient, ambulatory, diagnostic services, pharmacy, partnerships, strategic planning and growth, value and clinical excellence, marketing/communications and provider outreach. Jennifer also provides strategic and operational oversight of the Mother Baby Fetal, Cardiovascular and Neurosciences Institutes. Prior to this role, she served as senior vice president of system operations and chief strategy officer for Children's Minnesota. From 2010–2015, Jennifer was the vice president of operations for the Mother Baby clinical service line, a collaboration between Children's Minnesota and Allina Health. Prior to her career at Children's Minnesota, she held roles at Deloitte Consulting and the University of Wisconsin Hospital and Clinics. She earned her M.B.A. with a focus in Management and Health Care, and an undergraduate degree in Finance, both from the University of Wisconsin-Madison.

VALLABH "SAMBA" SAMBAMURTHY, PHD, ALBERT O. NICHOLAS DEAN, WISCONSIN SCHOOL OF BUSINESS

Dr. Vallabh "Samba" Sambamurthy is the Albert O. Nicholas dean of the Wisconsin School of Business, a position he has held since 2019. Samba is a leading expert on how businesses compete in the digital economy. His work has been featured in leading academic journals, and several Fortune 500 firms have engaged him as a consultant. Working with executive clients and academic colleagues in China, Taiwan, Singapore, India, and Hong Kong, Samba has focused on digital business transformations, strategic alignment, governance and innovation. He has co-authored several books on digital transformation and has served on the editorial boards of premier academic journals, including two terms as editorin-chief of Information Systems Research and leadership roles in professional associations. Samba has garnered several recognitions for contributions to teaching, research, outreach and mentoring. The Association of Information Systems honored him with the LEO Lifetime Achievement award. He was selected as a distinguished fellow of the Information Systems Society at INFORMS, and received the William Beal Distinguished Faculty Award—the highest honor accorded by Michigan State University. Samba received his Ph.D. from the University of Minnesota, his M.B.A. from the Indian Institute of Management, and his B.E. from the National Institute of Technology (Tiruchirappalli, India)

LISA YAFFE, MBA, PROGRAM DIRECTOR – EXECUTIVE LEADERSHIP, CPED

Lisa leverages decades of corporate and consulting experience to educate, counsel, and coach managers, executives, and leadership teams in the science and art of leadership and organizational culture. In her role at the Wisconsin School of Business Center for Professional & Executive Development, Lisa advises to the rich leadership content within the Executive Leadership and Transition to Executive Management certificate programs. Her background includes a range of human resources, leadership development, culture, and change experience, most recently from Baxter Healthcare and Hewitt Associates. Lisa has earned an M.B.A. from Southern Methodist University, and both a Masters in Liberal Arts and a Certificate in Leadership from the University of Chicago. She is also a certified consultant with Human Synergistics, International. Her most important challenge is championing change in the public school where she is on the board of education.

IN-PERSON LOCATION DETAILS

LOCATION
The WHA Health Care Leadership Academy in-person sessions will be held at the Fluno Center located at 601 University Avenue, Madison, WI 53715. A map and directions to the Fluno Center can be found at https://fluno.com/contact-fluno.php.

When you arrive, please check the digital information board for the meeting room information. Click here for a map of the inside of the building.

PARKING
Parking is available at the Fluno Center and rates are $15 per day. Parking rates are subject to change and is at your expense during your program.

MEETING ATTIRE
Appropriate attire for the Health Care Leadership Academy is business casual. Please remember that meeting rooms and public areas may be cool, so bring a jacket or sweater for your own comfort.

CONFERENCE CANCELLATION POLICY
Cancellations will not be accepted. Registration transfer to a future program year is accepted.

HOTEL ACCOMMODATIONS
If you need lodging, we suggest reserving a guest room at the Fluno Center by calling 877-773-5866. A block of rooms has been reserved for this program. Please reference the program name and dates when reserving a room. Room blocks are released to the public 45 days before the program start date. Upon making reservations, please refer to the *WHA Health Care Leadership Academy* program.

Room rates are:
- February guest room block rate: Single $190*
- June guest room block rate: Single $220*

*Rates are subject to change.

QUESTIONS
For questions regarding registration, please reach out to the WHA Education department at education@wha.org or call 608-274-1820.

For questions regarding the Fluno Center, program content or the PMBA, please contact David Hafner, CPED program coordinator, at david.hafner@uwcped.org.

REGISTRATION INFORMATION

Program Cost: $8,495 per person
Partial scholarships ($995 are available, by our program sponsors, for the first 20 people registered.
Cost with Scholarship: $7,500

Cancellations will not be accepted. Registration transfer to a future program year is accepted, assuming that a future program year has been scheduled.

Payment can be made by check or credit card upon registration.

Payments must be received by WHA no later than December 15, 2026. Failure to send payment by this time will result in dis-enrollment from the program.

Scan the QR code or click the link below to register.

Register at **https://wharollcall.wha.org/EventRegistration?eventID=763**

The Wisconsin Hospital Association, 5510 Research Park Drive, Fitchburg, WI 53711 | 608.274.1820 | www.wha.org

07-2026