

Nebraska Hospital Association

Physician Leadership Development Conference

April 22 - 23, 2016

Courtyard by Marriott Downtown/Haymarket
Lincoln, NE



NHA Nebraska
Hospital
Association

The influential voice of Nebraska's hospitals

NHA Physician Leadership Development Conference

Program Description

Health care organizations are inherently complex and leaders must respond to multiple stakeholders and meet performance goals and legal requirements across multiple dimensions. Addressing challenges and planning for organizational sustainability takes a commitment to leadership development to help ensure that programs are effectively and efficiently designed, executed and evaluated.

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 Nebraska 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 Nebraska 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 with more limited travel time and expense** than national conferences held out of state.



John Trapp, MD, Nebraska Pulmonology Specialties, Bryan Health Vice President of Medical Affairs, and physician representative on the Nebraska Hospital Association Board of Directors.

"Physician leadership has never been more critical for health care entities. This leadership program provides physicians with the information and necessary skills to be a successful physician leader."

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, grievance, etc.)
- Hospital CEOs/executives
- Any physician who would like a refresher

Continuing Medical Education Credit

This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education through the joint providership of the American Association for Physician Leadership® and the Nebraska Hospital Association. The American Association for Physician Leadership® is accredited by the ACCME to provide continuing medical education 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.

The American Association for Physician Leadership® is the preeminent U.S. organization for physician leaders. Doctors who hold leadership and management positions who want to boost their effectiveness have a partner with AAPL. Education is designed exclusively for physicians. Courses turn bright, focused clinicians who care about patients and their outcomes into physician leaders who can have impact industry-wide.

A few facts about the American Association for Physician Leadership®

- The oldest and largest education organization solely dedicated to physician leadership
- 250k educated and currently 11,000 physician members representing 45 countries
- 75 expert faculty across dozens of disciplines
- More than 21,000 physicians have completed the popular Physician in Management series
- More than 2,200 physicians with board certification (Certified Physician Executive)



Program Agenda

Friday, April 22, 2016

- 7:30 - 8:00 a.m. **Registration & continental breakfast**
- 8:00 - 9:45 a.m. **COURSE 1 - Physician in Management: Leadership**
7.0 AMA PRA Category 1 Credits™
Faculty: Carrie Kish, CPCC

Effective physician leadership is key to improved patient satisfaction, reduced length of stay and better integration of clinical care across service lines. To be effective, physician leaders must master multiple clinical and leadership competencies, including interpersonal skills. When leaders learn to use interpersonal skills, they are able to apply them in a wide variety of specific activities, including leading teams, coaching and managing conflict.

Course objectives:

- Establish more effective relationships with colleagues and patient
- Define the essential behaviors and practices of good teamwork
- Work better within teams
- Increase their effectiveness as a team leader
- Describe basic influence principles
- Use influence to motivate others
- Use influence to resolve and/or prevent interpersonal and organizational conflicts

9:45 - 10:00 a.m. Break

10:00 - 11:30 a.m. **Physician in Management: Leadership (continued)**

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

12:30 - 2:45 p.m. **Physician in Management: Leadership (continued)**

2:45 - 3:00 p.m. Break

3:00 - 4:30 p.m. **Physician in Management: Leadership (continued)**

4:30 p.m. Adjourn

Saturday, April 23, 2016

- 7:30 - 8:00 a.m. **Registration & continental breakfast**
- 8:00 - 9:45 a.m. **COURSE 2 - Physician in Management: Communication**
4.0 AMA PRA Category 1 Credits™
Faculty: Timothy Keough, PhD

It takes solid communication skills to gain influence, promote cooperation and engage top performers. And you need to know yourself before you can reach others. Here, you will identify your own personal work behavioral tendencies and develop an understanding of how these styles may affect others. You will learn how to identify style differences and understand and value individual differences. These skills will enhance your effectiveness by improving your relationships with others and you will be able to develop strategies for collaboration to increase productivity in the workplace.

Course objectives:

- Differentiate the four recognized style differences based on the Personal Profile System Survey
- Identify your own personal work behavior tendencies
- Develop an understanding of how these styles may affect other
- Enhance effectiveness in accomplishing tasks by improving your relationships with others
- Develop strategies for working together to increase productivity in the work environment

9:45 - 10:00 a.m. Break

10:00 a.m. - 12:00 p.m. **Physician in Management: Communication (continued)**

12:00 p.m. Adjourn

Speaker biographies

Carrie Kish, CPCC



Carrie Kish is partner and CEO of CultureSync, a management consulting firm that specializes in leadership development and culture change. Ms. Kish has more than 20 years of experience as a consultant, a leadership trainer and a coach. She specializes in leadership training for executives, small businesspeople and nonprofit leaders. She is a serial entrepreneur who has built and sold several businesses during the last 20 years, the last one for eight figures.

Carrie Kish is a Coaches Training Institute leadership graduate, a mastery university graduate, a leadership mastery graduate and a UCLA graduate. She is also a certified professional co-active coach and the past president and executive advisor of the International Coach Federation in Los Angeles. She has also served as faculty for the California Healthcare Leadership Academy. She obtained a Bachelor of Science - Chemistry degree from the University of California Los Angeles and is a Certified Professional Co-Active Coach.

Timothy Keogh, PhD



Tim Keogh is an associate professor at the Citadel School of Business, where he teaches leadership communication and negotiations in the undergraduate and MBA programs. Formerly, Keogh taught management communication at Tulane's A.B. Freeman School of Business and was director of the Freeman School's language orientation program for international MBA students. He has been a linguist in Army intelligence, and earned a diploma in modern standard Arabic from the Defense Language Institute. He was a writer/editor for the National Institute of Education in Washington, DC, and received a Fulbright grant for graduate study in the humanities at the University of Strasbourg, France.

For six years, he held the position of manager of corporate training and development at a Fortune 500 energy services and engineering company, where he designed and taught management development courses, both stateside and internationally. Dr. Keogh has won teaching awards at the Freeman School, the Citadel and in the department of health systems management at Tulane, where he directed the Master of Health Administration program and taught in the Master of Medical Management program. He has trained physician educators at the Moscow Medical Academy, and he lectures and publishes articles on communication and physician performance topics.

He is a certified instructor in total quality management and in front-line leadership, and is a member of Delta Omega, the national public health honor society. Keogh received his PhD in English with concentrations in linguistics and technical communication from Louisiana State University.



Registration cancellation policy

Cancellations received in writing before April 15 will be given a full refund less a \$50 per person processing fee. No refunds will be given for cancellations received after that date. Substitutions are accepted.

Special needs

In accordance with the Americans with Disabilities Act, the Nebraska Hospital Association seeks to make this conference accessible to all. If you have a disability that may require special accommodations or have any dietary restrictions, please email your needs before the conference to hbullock@nebraskahospitals.org.

Lodging

A block of rooms has been reserved at the Courtyard Marriott Lincoln Downtown/Haymarket, 808 R Street in Lincoln. The hotel encompasses the Historic Haymarket charm in the heart of downtown Lincoln. This Lincoln hotel is perfect for business travel and social events. Located within walking distance of the University of Nebraska campus, Pinnacle Bank Arena, Memorial Stadium, Haymarket Park, Canopy Street and The Railyard, Courtyard Lincoln Downtown/Haymarket is centrally located and allows you to experience many of the highlights Lincoln has to offer. All sessions of the NHA 2016 Physician Leadership Development Conference will be held at the Courtyard Marriott. Enjoy your evening at one of the many restaurants or bar venues within short walking distance.

Call (402) 904-4800 to secure your reservation. Room nights include Thursday/Friday, April 21 and April 22 at the rate of \$119 + tax per night. The cut-off date for reservations is April 15. Please be sure to identify yourself as an attendee of the Nebraska Hospital Association Physician Leadership Development Conference room block when making your reservation to ensure the discounted room rate.

Parking

- Valet parking fee \$15 daily
- Off-site parking \$14 daily
- Parking in nearby garage per night (\$15 valet, \$14 self-park)

Questions?

For questions about educational content, contact Jon Borton at (402) 742-8147 or jborton@nebraskahospitals.org. For questions about registration, lodging, accommodations or special dietary requests contact Heather Bullock at (402) 742-8148 or hbullock@nebraskahospitals.org.



Testimonials from 2015 conference

"There are obstacles to overcome for rural physicians to attend a program such as this; work schedules, seeing patients at clinics, non-employed physicians, the hospital having to pay for their time, expenses and arranging locum tenens. I can tell you that the level of engagement our physicians came home with from this leadership training was worth overcoming every one of those obstacles. You can't afford not to involve physicians in the leadership and management of your facility. You must work as a team."

"The American Association for Physician Leadership® education programs provide an excellent discussion of issues of importance to physicians. Medical practice is complex and these courses provide valuable information for a physician to navigate various issues. The instructors were well prepared, energizing and knowledgeable. I would recommend the program to my colleagues."

"This program provided a wonderful opportunity for me to learn the nuances of administration while interacting with like-minded peers in my community. I would do it ten times over."

"We had multiple MDs attend this year's program presented by the NHA. Next year, I will encourage some of our mid-level leaders. There are many who would be excellent leaders, but are often in the shadow of the MDs. Yet, in many rural facilities they are the consistent provider."

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The Nebraska Hospital Association (NHA) is a statewide health care trade association representing Nebraska's hospitals and health systems. The NHA was organized in 1927 as a result of an informal meeting called by Miss Homer Harris, superintendent of Clarkson, to discuss pending legislation which affected hospitals in the state of Nebraska. At that meeting, the NHA founded and appointed its first board of directors. Rev. Emil G. Chinlund of Immanuel was named president; Miss Blanche Fuller of Methodist was named vice president; Miss Ida Isaacson of Evangelical Covenant was named secretary; and Miss Homer Harris was named treasurer.

Since that time, the NHA has been representing and supporting the needs of Nebraska's rural and urban hospitals and health systems. The NHA supports and encourages its members in developing various health care delivery systems geared toward improving the health and well-being of each community.

The NHA is governed by a 17-member board of directors that works closely with its membership to provide them with state and federal legislative advocacy, health care trend and regulatory information, educational programming, communication, data reports and special services. Members rely on the NHA for information, education, advice and collaborative leadership to advance Nebraska hospitals' ability to provide exceptional health care.

Hospitals are the stewards of good health. Through our partnerships with representatives in the health care industry, legislators, government and citizens, the NHA is able to assist in the development of strong, healthy communities. The NHA has been the guiding force of its members since 1927. The NHA serves as the influential voice of its members in the health care legislative and public policy arenas, promoting delivery of quality health care and influencing public opinion of hospitals and health networks. Members depend on the NHA for information, advice, education and changes in health care regulations, legislation, trends and other issues.

Mission

The Nebraska Hospital Association is the influential and unified voice for the Nebraska's hospitals and health systems, providing leadership and resources to enhance the delivery of quality patient care and services to Nebraska communities.

Vision

By 2020, the Nebraska Hospital Association will have established partnerships with leaders and be the influential resource for improving Nebraska's health care infrastructure and policies.

Values

The Nebraska Hospital Association is committed to expertly serving members with integrity, transparency, accountability and financial stewardship.

Strategic Framework

The mission of the NHA is supported by a strategic framework comprised of four pillars: advocacy and policy, financial stewardship, strategic partnerships, and quality and safety. To expertly serve NHA members, each pillar is founded in the values of integrity, transparency and accountability. Collectively, this structure, built on a value-based foundation and prominently reinforced by the four pillars, support the NHA's mission of being the trusted leader to improve the health, well-being and quality of life of all Nebraskans.



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