

HEALTHCARE LEADERSHIP ACADEMY:

**BUSINESS STRATEGY FOR
A CHANGING LANDSCAPE**



MODULE 1:
FEBRUARY 22-23, 2019
(TRAVERSE CITY)



MODULE 2:
MARCH 18-20, 2019
(LANSING)



Executive Development Programs
Broad College of Business
MICHIGAN STATE UNIVERSITY

HEALTHCARE LEADERSHIP ACADEMY: BUSINESS STRATEGY FOR A CHANGING LANDSCAPE

Module 1: February 22–23, 2019 (Traverse City)

Friday (2/22)	Saturday (2/23)
Coaching Sessions One-On-One During Morning for Attendees <i>Barb Singer, ExecutiveCORE</i>	7:00–8:30 a.m. One-On-One Coaching <i>Barb Singer, ExecutiveCORE</i>
12:00–1:00 p.m. Lunch	8:30 a.m.–12:15 p.m. Critical Thinking Strategies for Healthcare Professionals <i>Mike Rip, MSU</i>
1:00–1:45 p.m. Welcome, MHA and Healthcare <i>Brian Peters, MHA</i>	12:15–1:45 p.m. Working Lunch <i>Christine Nefcy, CMO, Munson Healthcare</i>
1:45–2:45 p.m. Program Overview & Introductions <i>Barb Singer, ExecutiveCORE</i>	1:45–3:30 p.m. Coaching Team Members for Results <i>Barb Singer, ExecutiveCORE</i>
3:00–6:00 p.m. Communication Strategies for Healthcare Leaders <i>Barb Singer, ExecutiveCORE</i>	3:45–5:00 p.m. Personal Development Plan, Preparation for Module 2 <i>Barb Singer, ExecutiveCORE</i>
6:00–6:45 p.m. Dinner	
6:45–9:15 p.m. One-On-One Coaching <i>Barb Singer, ExecutiveCORE</i>	

There will be a 15 minute break in between each session.

Virtual Coaching

Executive Coaching

ExecutiveCORE via Web/Phone

“The MSU Healthcare Leadership Academy helped me to prepare for a promotion to Chief of Staff. I had to sacrifice to attend the onsite sessions and complete the homework assignments, but the curriculum helped to really prepare me for my new role. Without the support of my boss and organization I would not have had the opportunity to attend. I encourage the leaders of any institution to support their leader-physicians to attend this program.”

— comment from a previous participant

WHO SHOULD ATTEND

This program is designed for department heads and emerging leaders with responsibility for managing people, processes and systems within healthcare organizations.

PROGRAM INTRODUCTION

This extraordinary program is the result of a unique partnership between Michigan State University’s Broad College of Business and numerous Michigan-based healthcare associations to create a valuable leadership program for existing and emerging healthcare leaders. This program focuses on skill mastery related to influence, strategic conversations and building trust, as well as developing knowledge of innovative care delivery and financing models. In the rapidly changing healthcare landscape, now is the time to learn how to seize strategic opportunities that can make a significant difference to you and your organization. The academy combines evidence-based practices from healthcare and business.

At the conclusion of the academy, participants will be able to:

- Apply leadership strategies and skills including decision-making, managing change, conflict resolution, teamwork, critical thinking and communication effectiveness.
- Discuss business analysis, strategic management and use of business tools.
- Identify emerging issues in healthcare management, best practices, and the connections between local issues and the greater healthcare environment.

You will learn best practices to sustain your organization in the future and provide you with the knowledge you need to enhance your leadership role at your healthcare organization.

The program content has been developed in collaboration with:



Module 2 (MSU Campus) March 18-20, 2019

Monday (3/18)	Tuesday (3/19)	Wednesday (3/20)
8:30 a.m.–12:30 p.m. Becoming a Trusted Advisor to Facilitate Positive Changes <i>Barb Singer, ExecutiveCORE</i>	7:45–8:45 a.m. <i>Joseph Ruth</i> <i>Exec VP & COO, Sparrow</i>	8:30–10:45 a.m. How to Utilize Lean Principles in Healthcare <i>Shawnee Vickery, MSU</i>
12:30–1:15 p.m. Lunch	8:45 a.m.–12:45 p.m. Individual and Team Decision-Making for Healthcare Leaders <i>Keith Bezant Niblett, MSU</i>	11:00 a.m.–12:00 p.m. <i>Tina Freese Decker</i> <i>CEO, Spectrum</i>
1:15–2:45 p.m. Strategic Conversations for Healthcare Leaders <i>Barb Singer, ExecutiveCORE</i>	12:45 - 1:30 p.m. Lunch	12:00–1:00 p.m. Lunch
3:00–6:00 p.m. Effective Conflict Resolution in Healthcare Settings <i>Jennifer Dunn, MSU</i>	1:30–2:45 p.m. Financial Issues Affecting Physicians (including MACRA) <i>Ranjani Krishnan, MSU & Gary Roth, MHA</i>	1:00 – 2:30 p.m. Individual Presentations, Personal Development Plan, Cohort Coaching <i>Barb Singer, ExecutiveCORE</i>
<i>Program content is correct at the time of printing, but may be subject to change.</i>	3:00–5:00 p.m. Balanced Scorecards for Healthcare Organizations <i>Ranjani Krishnan, MSU & Gary Roth, MHA</i>	2:30 – 2:45 p.m. Wrap Up and Evaluation
<i>CME Credits Available</i>	5:15–7:30 p.m. Celebration Dinner/ Graduation Ceremony	<i>There will be a 15 minute break in between each session.</i>

“This program is indispensable to the professional development of all emerging healthcare leaders. As an administrator in an academic healthcare organization, I found the modules on economics, decision making, and strategic planning to be insightful and exceptionally practical. I would highly recommend this program to any of my colleagues.”

— comment from a previous participant

UNIQUE PROGRAM FEATURES

COACHING

MSU has assembled a highly experienced group of executive healthcare coaches who work from CEO level on down in top healthcare organizations both within North America and globally. Coaches will work with each participant on their career goals given your organization’s strategic priorities. The coaches selected have a track record of accelerating the careers of healthcare professionals.

ASSESSMENTS

Each participant will receive confidential, developmental 360-degree feedback from their stakeholders on their ability to influence and communicate effectively. Participants will complete two assessments:

1. The Language of Influence
2. Myers-Briggs Step II Assessment.

An executive coach will work with participants to review their assessment results and build a professional development plan.

ACTION LEARNING PROJECT

Each participant will work on an action project with specific implications for their professional development. This action project will allow participants to consider the business and evidence-based leadership skills they master in the program and apply them to their careers. They will also present their ideas to other participants and receive feedback on the merit and sustainability of their idea, given the current healthcare climate.

LOCATION:

The February 22-23, 2019 module will be held at the Grand Traverse Resort in Traverse City. A group block of rooms is available for those participating in the Healthcare Leadership Academy. Please call (231) 534-6000 or (800) 748-0303 to reserve your room.

The March 18-20, 2019 module will be held at the James B. Henry Center for Executive Development in Lansing. A group block is reserved at the Candlewood Suites for our program (adjoining the Henry Center). Please call (517) 351-8181 to make your reservation.



SELECT LIST OF PAST PARTICIPATING COMPANIES

Allegan General Hospital
Alliance Obstetrics & Gynecology
Aspirus Keweenaw Hospital
Bear Creek Health Center
Beaumont Hospital
Blue Cross/Blue Shield
Bronson Healthcare Group
Campbell County Memorial Hospital
Center for Family Health
Center for Vein Restoration Clarkston Dermatology
Clinton County Medical Center
Doctor's Approach Dermatology
Doctors of the Oregon Coast South
Eaton Rapids Medical Center
Emergency Care Specialists
Genesys Health System
Grand Traverse Ophthalmology Clinic
Hauenstein Neuroscience Center
Hayes Green Beach Memorial Hospital
Helen Newberry Joy Hospital & Healthcare Center
Henry Ford Hospital
Hillsdale Hospital
IPC, The Hospitalists Company
Jackson Health Services
Lilly USA

Little Company of Mary Hospital
Mackinac Straits Health System
Marquette Internal Medicine and Pediatric Associates, PC
McLaren Medical Group
Mercy Health Partners
Michigan Academy of Physician Assistants
Michigan Community Dental Clinics
Michigan State University
Mid-Michigan MRI, Inc.
Milliken Medical PLLC
Mt. Vista Surgical Specialists
Munson Medical Center
Origami Brain Injury Rehabilitation Center
Priority Health
Radiology Business Solutions
Scheurer Hospital
Sparrow Health System
Spectrum Health
Southtown Women's Healthcare
St. Mary's Medical Group
UP Health System
Well-Spring Psychiatry PC
Yunnan Tumor Hospital

PROGRAM FEE:

\$3495. Full tuition – includes materials, assessments, meals and graduation plaque (lodging not included)

Group discount available for 3 or more from same organization

- 25% off or 3 at full price and 4th attendee free

Please register online for this program at <https://exced.broad.msu.edu>

CONTACT:

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CME Credits Available