Program Introduction:
This extraordinary program is the result of a unique partnership between Michigan State University’s Eli Broad College of Business and two premier healthcare professional associations, the Michigan Health & Hospital Association and the Michigan Osteopathic Association, to create a valuable leadership program for existing and emerging healthcare leaders, including physicians, clinicians and other healthcare professionals. In addition, the College of Human Medicine and the College of Osteopathic Medicine at Michigan State University were instrumental in the development of Healthcare Leadership Academy: Business Strategy for a Changing Landscape. 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 management, teamwork, communication, and negotiation.
• Discuss business analysis, strategic management and business tools obtained in class and through projects.
• 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.

Program Features:
Coaching
MSU has assembled a highly experienced group of executive healthcare coaches who work from CEO level down in top healthcare organizations both within North America and globally. Coaches will work with each participant on their career goals given their 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.

Price/Registration:
$3795 Full tuition – includes materials, meals and graduation plaque (lodging not included)
$3495 early bird registration – available when registration and payment are received by Dec. 18, 2015
To register, contact Kristin St. Marie at stmarie@broad.msu.edu, (517) 353-8711 or (800) 356-5705 or online at https://edp.broad.msu.edu/

Who Should Attend:
This program is designed for department heads and emerging leaders with responsibility for managing people, processes and systems within healthcare organizations.
Module 1:

Monday, February 1, 2016
8:30 – 12:00 p.m.  Program Introduction
Leadership Types, Teams and Goals
The Language of Influence

12:00 – 1:00 p.m.  Lunch

1:00 – 5:00 p.m.  Strategies for Competitive Advantage
Reception & Executive Coaching Sessions

Evening

Tuesday, February 2, 2016
8:30 – 12:00 p.m.  Individual & Team Decision-Making

12:00 – 1:00 p.m.  Lunch

1:00 – 5:00 p.m.  Financial Performance/Scorecards
Restructuring Healthcare & Strategic Transactions
Reception & Executive Coaching Sessions

Wednesday, February 3, 2016
8:30 – 12:00 p.m.  Coaching for Results
Personal Development Plan

12:00 – 1:00 p.m.  Lunch

1:00 – 4:00 p.m.  Effective Negotiation and Conflict Management

Tuesday, March 15, 2016
8:30 – 11:30 a.m.  Rethinking Healthcare
Industry Panel featuring:
Patti VanDort, RN, VP Nursing, Holland Hospital
Paul LaCasse, DO, President & CEO, Botsford Hospital
Laura Appel, Senior VP, Strategic Initiatives, MHA
Paula Reichle, CFO, Sparrow Health System
Michelle Schreiber, MD, Senior VP and Chief Quality Officer, Henry Ford Health System

12:30 – 1:30 p.m.  Lunch

11:30 – 12:30 p.m.  Small Group Presentations – Personal Development Plan
Wrap-up and Conclusions

Program content is correct at the time of printing, but may be subject to change.

For more information, go to: https://edp.broad.msu.edu/

Faculty Instructors:
The faculty for the Healthcare Leadership Academy are world-class thought leaders in their respective fields of study. Each faculty member was carefully selected based on their expertise and their research/consulting projects within the healthcare industry.

Barbara Cheng, CEO, ExecutiveCore
Jennifer Dunn, Ph.D., Assistant Professor of Management, MSU Broad College of Business
John Hollenbeck, Ph.D., Professor of Management, MSU Broad College of Business
Ranjani Krishnan, Ph.D., Professor of Accounting, MSU Broad College of Business
Gerry McMamar, Ph.D., Professor of Management, MSU Broad College of Business

Location:
The James B. Henry Center for Executive Development is located at Michigan State University. The overall complex consists of the Henry Center, Candlewood Suites (an extended-stay hotel), the University Club (a private dining and recreational club), a fitness center/spa, and an on-site 18-hole championship golf course. The Henry Center is a world-class executive education and corporate learning facility specifically designed to complement the learning objectives of this program.

Comments from Past Participants:
“...As a young leader aspiring to grow professionally within the medical field, this program provided an excellent opportunity to begin that journey without needing a business degree.”

“All busy practicing physicians should take this program: it gives a great overview to our changing healthcare environment, and the tools needed to deal with the changes.”

Past Participating Organizations:
Aspinus Keweenaw Hospital
Beaumont Hospital
Blue Cross/Blue Shield
Campbell County Memorial Hospital
Center for Family Health
Clarkston Dermatology
Clinton County Medical Center
Doctor's Approach Dermatology
Doctors of the Oregon Coast
Emergency Care Specialists
Geneyus Health System
Hauenstein Neuroscience Center
Helen Newberry Joy Hospital
Henry Ford Hospital
IPC, The Hospitals
Jackson Health Services
Lilly USA
Little Company of Mary Hospital

Michigan State University is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

Michigan State University designates this activity for a maximum of 31.75 AMA PRA Category 1 Credits™ Physicians should claim only the credit commensurate with the extent of their participation in the activity.

The American Osteopathic Association Council on Continuing Medical Education has approved this program for 32.0 AOA Category 2-B credits. The Michigan Osteopathic Association is accredited by the AOA to provide continuing medical education to physicians.

Planners, reviewers or faculty presenters have nothing to disclose.

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