This program works on a personal/individual level just as well as it does at the board and company level. I would do it again and recommend it to anyone interested in personal growth. It is well worth the investment, both time and money.

-Jeff Wentzloff, MD
Grand Traverse Ophthalmology Clinic

UNIQUE PROGRAM FEATURES

COACHING
MSU has assembled a highly experienced group of knowledgeable faculty and executive healthcare coaches who work with senior and high-potential healthcare leaders 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 colleagues and stakeholders on their ability to influence and communicate effectively. Participants will complete two assessments:
1. The Language of Influence
Our 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 a professional development project with specific implications for their professional development. This 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 idea to other participants and receive feedback on the merit and sustainability of their project plan, given the current healthcare climate.

DEVELOPED IN PARTNERSHIP WITH

Using evidence-based research as a foundation, the goal of the academy is to help you learn how to embrace innovation and creative leadership in the changing landscape of healthcare.

Critical thinking applied in an HRO, strategic communication, conflict resolution, decision making in changing times, coaching team members, finance, and lean practices are all explored within a healthcare context.

With the guidance of a personal coach, participants will create a professional development plan to meet their career needs and their organization’s business objectives.

CME CREDITS
The Michigan State University is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

The Michigan State University designates this live activity for a maximum of 32.75 AMA PRA Category I Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Participant credits are available for DO, PA, and RN.
The Healthcare Leadership Academy is facilitated by medical doctors, experienced healthcare leaders, and Michigan State University professors shifting into or currently practicing in administrative leadership roles. The program helps existing leaders excel in a complex, dynamic healthcare environment. Participants will learn best practices to sustain their organization in the future and provide you with the knowledge you need to enhance your leadership role at your healthcare organization.

**WHO SHOULD ATTEND?**
This program is designed for department heads and emerging leaders with responsibility for managing people, processes and systems within healthcare organizations. 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 the Healthcare Leadership Academy. Business Strategy for a Changing Landscape. This program focuses on skill mastery related to influencing, strategic conversations, 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. The Healthcare Leadership Academy is facilitated by medical doctors, hospital administrators, and Michigan State University professors experienced in healthcare. Coaching for this program is provided by a seasoned professional with experience mentoring healthcare executives and medical doctors. Case studies reviewed in the program are drawn from top healthcare organizations. Participants will have the opportunity to connect with other healthcare professionals focused on administrative leadership development.

**PROGRAM LOCATION**
This program will be held at the James B. Henry Center for Executive Development in Lansing, Michigan. The James B. Henry Center for Executive Development in Lansing, Michigan.

**PROGRAM COST**
$3,495 for full tuition – includes materials, assessments, meals and lodging (lodging not included).

**REGISTRATION**
edp@broad.msu.edu
517-355-8716
broad.msu.edu/executive-education

**PROGRAM LOCATION**
This program will be held at the James B. Henry Center for Executive Development in Lansing, Michigan. The James B. Henry Center for Executive Development 3535 Forest Road Lansing, MI 48910-3831 Lodging is available at the Candlewood Suites adjoining the Henry Center. Please call 517-351-8181 to make your reservation.

**KEY LEARNING OUTCOMES**
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 effectively.
• Discuss business analysis, strategic management and use of the healthcare environment.
• Identify emerging issues in healthcare management, best practices, and the connections between local issues and the greater healthcare environment.

**MODULE ONE**

**MARCH 2, 2020**
8:30 a.m. – 12 p.m.
One-On-One Coaching Barb Singer, ExecutiveCORE
12:30 – 1:30 p.m.
Lunch
2:30 – 2:45 p.m.
Leadership in Healthcare
Brian Peterson, CEO, MHA
3 – 6 p.m.
Malignant Strategies for Healthcare Leaders Barb Singer, ExecutiveCORE
6 – 6:45 p.m.
Dinner
6:45 – 9:15 p.m.
One-On-One Coaching Barb Singer, ExecutiveCORE

**MARCH 3, 2020**
7 – 8:30 a.m.
One-On-One Coaching Barb Singer, ExecutiveCORE
12:15 – 1:15 p.m.
Critical Thinking Strategies for Healthcare Professionals Barb Singer, ExecutiveCORE
11:30 – 1:15 p.m.
Observing Your Emotional Intelligence and Impact on Your Leadership.
Shawnee Vickery, SVP and CFO, Sparrow Health Systems
5:30 - 7:30 p.m.
Celebration Dinner and Graduation Ceremony

**VIRTUAL**
By Appointment One-On-One Coaching Barb Singer, ExecutiveCORE

The instructors were able to apply their topics to a wide variety of learners from disparate backgrounds so that all the participants came away with practical and applicable skills. “The instructors were able to apply the topics covered by the speakers. This program has become invaluable to my development as a healthcare leader.”

- 2019 Participant

**PROGRAM FACULTY**
Faculty for Broad College's Healthcare Leadership Development programs are world-class thought leaders in their respective fields of study.

Barbara Singer
CEO
ExecutiveCore
Mike Rip, Ph.D., M.S.C., B.Sc.
MSU Broad College of Business, founding director of the Healthcare Management program
Jennifer Dunn, Ph.D.
Institute of Health and Management MSU Broad College of Business
Assistant Director of Development Programs MSU Broad College of Business
Ranjeev Krishnan, Ph.D.
Professor of Accounting MSU Broad College of Business
Shawnee Vickery, Ph.D.
Demmer Legacy Professor MSU Broad College of Business

**APRIL 1, 2020**
8:30 – 10:45 a.m.
Vision for Healthcare Trust Karen Hamilton, MD, President and CTO, Evolent Health
11 a.m. – 12 p.m.
Vision for Healthcare Trust
12:30 – 1:30 p.m.
Lunch
2:30 – 2:45 p.m.
Wrap up and Evaluation

**MARCH 30, 2020**
8:30 a.m. – 12:30 p.m.
Barb Singer, ExecutiveAdvisor to Facilitate Positive Changes Barb Singer, ExecutiveCORE
12:30 – 1:30 p.m.
Lunch
2:30 – 2:45 p.m.
Strategic Conversations for Healthcare Leaders Barb Singer, ExecutiveCORE
3 – 6 p.m.
Effective Conflict Resolution in Healthcare Settings Jennifer Dunn, MSU

**MARCH 31, 2020**
7:45 – 10:45 a.m.
Identifying and Building Decision-Making for Healthcare Leaders Kathi Beazt Niblett, MSU
1:15 – 2:15 p.m.
Becoming a Trusted Advisor to Healthcare Leaders Barb Singer, ExecutiveCORE
Lunch
2:30 – 2:45 p.m.
Financial Issues in Healthcare Management Mike Rip, MSU
3 – 5 p.m.
Balanced Scorecards for Healthcare Organizations Shawnee Vickery, Ph.D.
6:30 – 8:30 p.m.
Celebration Dinner and Graduation Ceremony

**MARCH 20, 2020**
8:30 a.m. – 12:30 p.m.
Barb Singer, ExecutiveAdvisor to Facilitate Positive Changes Barb Singer, ExecutiveCORE
12:30 – 1:30 p.m.
Lunch
2:30 – 2:45 p.m.
Strategic Conversations for Healthcare Leaders Barb Singer, ExecutiveCORE
3 – 6 p.m.
Effective Conflict Resolution in Healthcare Settings Jennifer Dunn, MSU

**APRIL 1, 2020**
8:30 – 10:45 a.m.
Vision for Healthcare Trust Karen Hamilton, MD, President and CTO, Evolent Health
11 a.m. – 12 p.m.
Vision for Healthcare Trust
12:30 – 1:30 p.m.
Lunch
2:30 – 2:45 p.m.
Wrap up and Evaluation

"Using the unique combination of participating in personal coaching and creating a personal development plan helped me directly apply the topics covered by the speakers. This program has become invaluable to my development as a healthcare leader."

- 2019 Participant

**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. The result of this partnership is a unique leadership program for existing and emerging healthcare leaders, including physicians, hospital administrators, 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 the Healthcare Leadership Academy. Business Strategy for a Changing Landscape. This program focuses on skill mastery related to influencing, strategic conversations, 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. Medical providers face unique, industry-specific challenges on a daily basis. Decisions have implications for staff morale, financial solvency, and most importantly, patient outcomes. Using a mixture of evidence-based practices from healthcare and business, this program helps existing and emerging leaders excel in a complex, dynamic healthcare environment.

**HEALTHCARE-FOCUSED EDUCATION**
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 the Healthcare Leadership Academy. Business Strategy for a Changing Landscape. This program focuses on skill mastery related to influencing, strategic conversations, 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. Medical providers face unique, industry-specific challenges on a daily basis. Decisions have implications for staff morale, financial solvency, and most importantly, patient outcomes. Using a mixture of evidence-based practices from healthcare and business, this program helps existing and emerging leaders excel in a complex, dynamic healthcare environment.

**WHO SHOULD ATTEND?**
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