

Content	Description	Faculty	Credit
<p>Effective Meetings, Leadership Skills, and Communication</p> <p>Date: <i>Tentative July 14, 2018</i></p>	<p>Course Description:</p> <p>Conducting a meeting is generally the first thing colleagues see you do. If you can't run a meeting well, your strength as a leader is questioned. Physician leaders must learn how to control those who talk too much and get information from those who talk too little. This course will provide the ability to determine what topics should be discussed in and outside of the meeting.</p> <p>Course Objectives:</p> <ol style="list-style-type: none"> 1. Learn the communication style of others in order to influence them. 2. Decide what kinds of meetings to have and when. 3. Use a technique that identifies problems and solutions. 4. Remain calm and professional in emotionally charged situations. 5. Give effective feedback. 	<p>Allison Linney, MBA (Tentative) Full Bio:http://www.physicianleaders.org/join/our-people/faculty/allison-linney</p>	<p>4 CMEs</p> <p>4 Elective credits toward the Association's master's Degree and/or Certification</p>
<p>Medical Staff Leadership</p> <p>Date: <i>Tentative September 13th or 14th, 2018 at VAHHS Annual Mtg.</i></p>	<p>Course Description:</p> <p>Many medical staff leaders ascend into their first position because of clinical expertise, relationships, or because they didn't attend the meeting. Healthcare can no longer afford to promote technical experts without providing job specific training for this leadership role. While avoiding management de jour pop thinking, Dr. Lauve presents the essence of leadership theory and practice from the likes of Michael Porter, Peter Drucker, Peter Senge, and Everett Rogers, combined with the evidence for successful management from organizational behavior researchers. But theory is only the beginning. Dr Lauve's "Menagerie" provides a tool to effective communication,</p>	<p>Richard Lauve, MD, MBA, CPE, FACPE (Tentative)</p> <p>Full Bio:http://www.physicianleaders.org/join/our-people/faculty/richard-lauve</p>	<p>4 CMEs</p> <p>4 Elective credits toward the Association's master's Degree and/or Certification</p>

relationship building, and organizational change.

Course Objectives:

Part I - Effective Leadership

1. Identify the role and responsibilities of Medical Staff Officers
2. Describe different leadership styles
3. List four differences between physicians and managers

Part II - Using the Medical Staff Menagerie as a Communication Tool

1. List motivation patterns frequently seen in physicians
2. Differentiate between manageable disruptive behavior and the disruptive individual likely to require professional help.
3. Use the motivations of others to improve your chances of success.
4. Communicate the way your listener wants to hear your message

Part III - Securing Participation and Teamwork

1. Discuss effective teamwork and its application in the complex health care environment.
2. Integrate teamwork training and strategies into health care delivery environment to optimize efficiency and reduce potential for medical error
3. Communicate the way your listener wants to hear your message

<p>You're Not Just a Doctor Anymore</p> <p><i>Date: Tentative October 26th, 2018 at VMS Annual Mtg.</i></p>	<p>Please check back for more complete information. Thank you for your patience.</p>	<p>TBD</p>	<p>4 CME</p> <p>4 Elective credits towards the Association's master's Degree and/or Certification</p>
<p>Physician in Management – Marketing</p> <p><i>Date: Tentative April 29, 2019</i></p>	<p>Course Description:</p> <p>Marketing is all about helping people make educated choices. Here, you'll understand techniques for marketing health care and staying ahead of the competition including differential advantage, target markets and relationship marketing. You'll learn how physicians and patients make choices and develop market-driven plans. You can lock in your patient and referral base and find your competitive edge in the health care marketplace by establishing your brand.</p>	<p>Eric Berkowitz, PhD (Tentative)</p> <p>Full Bio: http://www.physicianleaders.org/join/our-people/faculty/eric-berkowitz</p>	<p>3.5 CME</p> <p>3.5 Elective credits towards the Association's master's Degree and/or Certification</p>