2022

PHYSICIAN & HOSPITAL LEADERSHIP EDUCATION

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CME CREDIT provided for all programs | **REGISTRATION** now open! | **GROUP** pricing available

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PARK HYATT AVIARA RESORT

December 8-10, 2022

HOSPITAL ORGANIZATIONS NEED CONFIDENT, KNOWLEDGEABLE LEADERS WHO CAN ENSURE QUALITY, MINIMIZE RISK AND INCREASE SUSTAINABILITY.

This one-stop education destination provides an idyllic setting for the exciting exchanges of ideas, strategies, and practical advice physician and hospital leaders need to succeed.

Programs are led by experienced physicians with insights on today's most pressing issues. Participants will:

- IMPROVE AND LEARN CRITICAL LEADERSHIP SKILLS
- GAIN NECESSARY UP-TO-DATE INFORMATION
- INCREASE CONFIDENCE FOR ADDRESSING COMPLEX ISSUES
- BECOME MORE EFFECTIVE IN FULFILLING KEY ROLES AND RESPONSIBILITIES
- COME AWAY MOTIVATED TO ENGAGE WITH MANAGEMENT ON CRITICAL CHALLENGES

BONUS PLENARY SESSIONS

Two sessions covering today's top-of-mind issues for healthcare frontrunners

Quality, Safety and High Reliability Care

Thursday, December 8
8 a.m.

Highlighting:

- Utilization of data to reduce risk and enhance quality
- How to achieve zero harm through improved patient safety
- Achieving high reliability outcomes

Greeley Company presenters:

- Andrew Resnick
  Director and Chief Medical and Quality Officer

NEW!

Applying Cultural Humility to Strengthen Inclusive Workplaces and Equity Practices

Thursday, December 8
9 a.m.

Chartis Just Health Collective leaders discuss:

- The evolution from "cultural competency" to "cultural humility"
- Recognizing implicit bias
- Practical implications including policy development and team interactions

PROGRAMS at a GLANCE

Select from program options that best meet busy schedules and unique educational requirements.

PRE-CONFERENCE

WEDNESDAY, DECEMBER 7

Physician Employment and Contracting Done Right

MAIN CONFERENCE

THURSDAY – SATURDAY, DECEMBER 8-10

Choose from one of these popular 3-day seminar tracks

- Medical Executive Committee Institute
- The Credentialing Solution
- Peer Review Boot Camp
- The Medical Director Leadership Institute
- Reliability, Resilience, and Risk

POST-CONFERENCE

SATURDAY PM – SUNDAY AM, DECEMBER 10-11

CMO/VPMA Retreat

GROUPS WELCOME

Special pricing available" how about, "Special pricing and private group consultations available. Please call 800.807.9819 for details.

REGISTER NOW

Early Bird discount pricing available through October 28, 2022.

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PROGRAM OVERVIEWS

PRE-CONFERENCE: WEDNESDAY, DECEMBER 7

Physician Employment and Contracting Done Right

Strategies to Successfully Achieve Employed Physician-Hospital Alignment

Hospital employment of physicians has been rising, with more providers moving from traditional, private practice models to direct employment. As a result, hospitals and health systems are recruiting at a higher volume which often leads to ambiguous ROI and culture clashes. Navigating employed provider relationships is difficult when hospitals already have razor-thin margins, low engagement and are experiencing trust issues. Whether you are new to your role or have been working on this problem for decades, you will walk away from this program with tools you can start using on day one. Are you ready to start?

6.0 CME credits

Who Should Attend

- CEO
- CMO
- CFO
- COO
- Group Practice Medical Directors & Administrators
- Employed Physician Group Leaders
- Human Resources Professionals
- Board Members
- Legal Counsel

What You'll Learn

- Understand loss per physician/ investment per physician models
- Effective strategies to manage employed physicians
- Overcome common physician leadership issues in employed physician groups
- Develop solutions to engage physicians more effectively
- Improve physician productivity
- Understand compensation models
- Assessment of fair market value
- Identify and undo deals that are ineffective or illegal
- Avoid or mitigate legal and compliance pitfalls

Agenda

Scan the QR code for Agenda Details.

SCAN ME

MAIN CONFERENCE: THURSDAY – SATURDAY, DECEMBER 8-10

Medical Executive Committee Institute

Essential Training for All Physician Leaders

As healthcare pressures to improve quality and reduce cost continue to rise, healthcare organizations increasingly rely on their physician leaders to drive the change that is needed. Current leaders must keep apprised of new issues while physicians new to the role must develop skills essential to fostering transformation.

11.75 CME credits

Who Should Attend

- Medical Staff Officers
- Department Chairs
- Service Line and Section Chiefs
- Medical Directors
- Other Healthcare Leaders

What You'll Learn

This session focuses on critical factors Medical Executive Committee members need to understand for effectively executing their leadership duties including key performance drivers, and how to assess and improve quality and reduce costs. An overview of the Greeley Pyramid approach, credentialing and peer review strategies, and healthcare law are additional focus areas.

> The very best medical leadership conference I've ever attended. I feel much more prepared to lead my Docs through the challenges and changes that are rapidly approaching."
>
> *M.D. and Chief of Staff, 13-hospital system*

Agenda

Scan the QR code for Agenda details.

SCAN ME

PROGRAM OVERVIEWS

MAIN CONFERENCE: THURSDAY – SATURDAY, DECEMBER 8-10

The Credentialing Solution

Everything Medical Staff Leaders and Medical Services Professionals Need to Know

Sound credentialing and privileging is vital to every organization. Challenges like negligent credentialing, matching competency to privileges, new technology battles, low/no volume practitioners and aging physicians can undermine policies and practices. A credentialing and privileging program that protects patients, is fair to physicians and clinicians, and complies with accreditation and regulatory requirements is possible with the right skills and knowledge..

11.75 CME credits

Who Should Attend

- Medical Staff Leaders
- Credentialing Committee Members
- Medical Directors
- APP Leaders
- Board Members
- Medical Services Professionals
- CMO/VPMA
- Healthcare Attorneys
- Quality Professionals

What You'll Learn

This session offers practical approaches to Focused Professional Practice Evaluation including competency-based guidelines, high-risk credentialing management and how to design a credentialing and privileging program that addresses complex situations. Take-away tools include a professional reference questionnaire, an expanded scope/train-up policy for APPs and a low/no-volume policy.

> Excellent learning opportunity–not just myself but my medical staff leadership. Attending together gave us the opportunity to hear best practice and gauge 'together' how our process compares."
>
> *Anonymous Medical Staff Services Director*

Agenda

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SCAN ME

Peer Review Boot Camp

Performance Improvement-Driven Peer Review

While often viewed as punitive, peer review can actually be a positive force for practitioner improvement. Practical, in-depth knowledge, tools and best practices for fair and efficient case review and Ongoing Professional Practice Evaluation and Focused Professional Practice Evaluation methods can add value by utilizing data-based, competency indicators for a more equitable, collegial culture and process.

11.75 CME credits

Who Should Attend

- Peer Review Committee Chair
- Peer Review Committee Member
- Medical Staff Officers
- Department Chairs
- Service Line Medical Director
- Service Line Manager/Co-Manager
- CMO, VPMA and other Physician Executives
- Group Practice Medical Directors
- Quality Staff

What You'll Learn

This session provides an overview of peer review duties along with the tools needed to perform objective and efficient case review utilizing data-driven standards. Indicators to measure six core competencies and steps to developing an effective action plan are included.

> So many takeaways and to do's. I felt like I could not look away for a minute and the hours flew by. One of the best educational offerings that I've ever attended."
>
> *RN, CPHQ, 8-hospital private health system*

Agenda

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PROGRAM OVERVIEWS

MAIN CONFERENCE: THURSDAY – SATURDAY, DECEMBER 8-10

The Medical Director Leadership Institute

Tools to Succeed and Deliver the Value Your Health System Requires

Hospitals, healthcare systems, and physician group practices face mounting pressures to improve quality, reduce costs and enhance value. Increasingly they look to paid medical directors to help achieve these goals. Understanding the fundamentals of the medical director role, the business of healthcare, and the practical skills and knowledge needed to lead high-functioning teams ensures value-based outcomes.

11.75 CME credits

Who Should Attend

- Medical Directors
- Clinical Department Chairs and Chiefs
- ACO/CIN Leaders
- CMO/VPMA
- Service Line Leaders
- Employed Physician Group Leaders
- Clinical Transformation Leaders
- Physicians

What You'll Learn

This program provides strategies to link performance and accountability with system goals along with an approach for developing ROI for physician leaders. Keys to utilizing financial statements, back period and net present value are included.

Agenda

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SCAN ME

Reliability, Resilience, and Risk

High Reliability as an Operating Model for Quality and Safety

The essential promise of healthcare–helping people at their most vulnerable – has never been more challenging to deliver. Since the release of To Err is Human and Crossing the Quality Chasm over two decades ago, many organizations have pursued programs to achieve higher levels of performance, reduce harm, and evolve their cultures of safety. While such initiatives help promote quality and safety improvement, they lack a comprehensive, integrated view of whole-hospital care.

Building true reliability that is sustainable over time requires a deliberate, coordinated, organization-wide approach. What is required is not a "program," but a comprehensive operating model. Our approach to high reliability offers a path forward for healthcare organizations who aspire to provide consistently excellent, equitable care, supported by hardwired capabilities to detect and avoid harm.

Achieving high reliability will result in more equitable clinical outcomes and greater patient and employee engagement. And, by extension, it will also improve public rankings and pay for performance program outcomes and produce significantly greater financial return.

11.75 CME credits

Who Should Attend

- Chief Quality Officer
- CMO
- VP/Director Quality
- VP/Director Patient Safety or High Reliability
- VP/Director Risk Management
- Chief Nursing Officer
- VP Medical Staff Affairs
- Chief Clinical Officer

What You'll Learn

This course will provide high reliability tactics as well as the operating model's component structures, processes, and supporting functions required to embed reliability in your organization.

Agenda

Scan the QR code for Agenda details.

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PROGRAM OVERVIEWS

POST CONFERENCE: SATURDAY PM – SUNDAY AM, DECEMBER 10-11

CMO/VPMA Retreat

How To Succeed In the Toughest Job In Healthcare

CMO/VPMA Retreat
If you are a CMO or VPMA or are considering this role, join us for the CMO/VPMA Retreat, designed to provide you with management skills and knowledge, realistic perspectives on the role of CMO/VPMA, and the peer-to-peer networking that are all necessary for you to excel in resolving the challenges that arise from having one foot in the hospital management world and one foot in the clinical world.

7.5 CME credits

Who Should Attend

- CEO
- CMO/VPMA
- COO
- CNO
- Chief Strategy Officer
- Medical Directors
- Service Line Leaders and Dyad Managers
- Medical Staff Officers
- Employed Physician Group Leaders
- Medical Staff Department Chairs
- Medical Staff Professionals

What You'll Learn

This program will provide a framework and tools to foster the vision necessary to lead and inspire innovation through a force multiplier culture. Participants will learn how to manage the "vital few" to engender trust and drive value-based results.

Agenda

Scan the QR code for Agenda details.

SCAN ME

"This was a very inspiring course and gave me many ideas for areas of improvement for me personally."

Christopher Lege, MD, Chief Medical Officer, LCMC Health

PRICING

Pre-Conference
Wednesday, December 7

- **Physician Contracting Employment and Contracting Done Right**

$935 per attendee

Main Conference
Thursday to Saturday, December 8-10

Choose from one of these popular 3-day seminar tracks

- **Medical Executive Committee Institute**
- **The Credentialing Solution**
- **Peer Review Boot Camp**
- **The Medical Director Leadership Institute**
- **Reliability, Resilience, and Risk**

$1,925 per attendee

Post-Conference
Saturday P.M. to Sunday A.M., December 10-11

- **CMO/VPMA Retreat**

$1,245 per attendee

Early Bird Special
Promo code: early2CA
Valid until October 28, 2022

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HOTEL INFORMATION

PARK HYATT AVIARA®

100 Aviara Resort Dr., Carlsbad, CA
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Embrace the Warmth & Sunshine Of The Carlsbad Coast In Southern California. Featuring An Arnold Palmer Signature Course & A Lavish Spa Oasis. Views of Batiquitos Lagoon, this upmarket golf resort is 4 miles from South Carlsbad State Beach and 6 miles from San Diego Botanic Garden.

DISCOUNTED ROOM RATE: $325 per night
HOTEL CUTOFF DATE: November 8, 2022

IMPORTANT SAFETY INFORMATION

The health and safety of conference participants remains Greeley's top priority.
As CDC and local recommendations remain fluid, please visit our website for the most current information on safety guidelines and attendance requirements.

SCAN ME

MEET the SPEAKERS

Chad Eckhardt, JD
Chad is a senior consultant with The Greeley Company and a partner and chair of the healthcare practice group in the law firm of Frost Brown Todd, LLC, in Cincinnati

Mary Hoppa, MD, MBA
Mary is the Vice President of Bylaws and Governance with The Greeley Company, focusing on medical staff operations, bylaws, peer review, and accreditation.

Laura Rife, MD, MBA
Laura is a consultant with The Greeley Company and is board certified by the American Board of Family Practice.

Mark Wenneker, MD
Mark is a Principal with The Chartis Group and leader of the Chartis Behavioral Health Service Line segment and supports physician alignment engagements through his leadership in the Chartis Physician Leadership Institute.

Andrew Resnick, MD
Andrew serves as a Director and the Chief Medical and Quality Officer, leading Clinical Quality, Safety, and High Reliability efforts in a role that spans both Chartis Consulting and The Greeley Company.

Christian Dankers, MD, MBA
Christian is an Associate Chief Medical Quality Officer at The Chartis Group whose career spans 12 years working as a leader in clinical quality and high reliability care.

Sheri Winsper, RN, MSN, MHA
Sheri is Vice President of External Peer Review and Clinical Quality/High Reliability at The Greeley Company.

Joseph D. Cooper, MD
Joe is a senior consultant with The Greeley Company and a practicing board-certified ophthalmologist, based in Ohio.

Sally J. Pelletier, CPMSM, CPCS
Sally is an Advisory Consultant and the Chief Credentialing Officer with The Greeley Company. She brings over two decades of credentialing and privileging experience.

Rick A. Sheff, MD
Rick serves as Chief Medical Officer with The Greeley Company. He brings more than 30 years of healthcare management and leadership experience.

Raúl Zambrano, MS, MD, FAAFP
Raúl is a senior consultant with The Greeley Company. He brings years of healthcare leadership experience to his work with physicians, hospitals and healthcare systems nationwide.

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SCOTTSDALE, AZ
OCTOBER 27-29, 2022

ORLANDO, FL
JANUARY 19-21, 2023

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