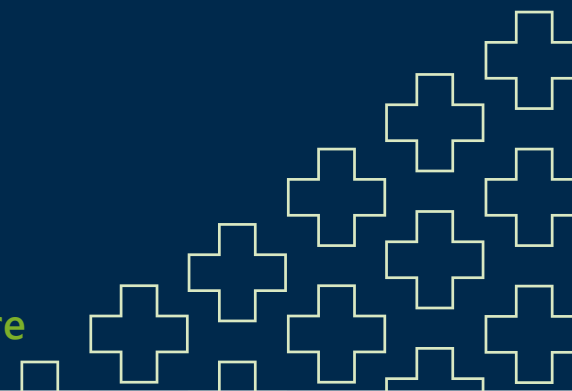




CMO/VPMA Retreat

How to Succeed in the Toughest Job in Healthcare



SPEAKERS



Aparna Ananth, MD, MBA

Aparna is a consultant with Chartis Clinical Quality Solutions, is a Fellowship trained Cardiothoracic Anesthesiologist, and serves as the CMO of two community hospitals.



Rick Scheff, MD

Dr. Scheff is a Senior Consultant with Chartis Clinical Quality Solutions. He brings more than 30 years of healthcare management and leadership experience to his work with physicians, hospitals.

COURSE DESCRIPTION

How To Succeed In the Toughest Job In Healthcare.

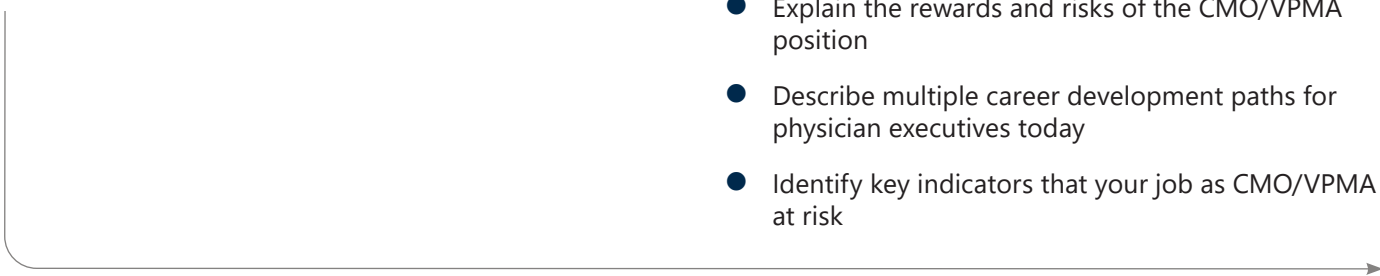
If you are a CMO or VPMA or are considering this role, join us for The CMO/VPMA Retreat: designed to provide you with management skills and knowledge, realistic perspectives on the role of CMO/VPMA, and the peer-to-peer networking that are all necessary for you to excel in resolving the challenges that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

PROGRAM GOAL

Facilitate peer-to-peer learning and provide new and experienced CMOs/VPMA with essential knowledge and advanced management skills that enable them to fulfill the most challenging medical staff leadership-related responsibilities.

AGENDA

See reverse side



LEARNING OBJECTIVES

- Identify current challenges that must be effectively addressed to achieve success as a CMO/VPMA
- Identify strategies for exercising power and influence in the absence of authority
- Describe practical approaches to addressing performance and conduct issues with employed physicians
- Identify strategies for dealing with challenges in which the CMO/VPMA does not see eye-to-eye with the CEO
- Identify approaches to proactively manage disagreements regarding significant executive team decisions
- Explain the roles of the CMO/VPMA in addressing physician-hospital conflicts
- Describe strategies for rebuilding trust between physicians and the hospital once it is broken
- Explain the rewards and risks of the CMO/VPMA position
- Describe multiple career development paths for physician executives today
- Identify key indicators that your job as CMO/VPMA is at risk

Agenda

SUBJECT TO CHANGE

DAY 1: SATURDAY

12:00 - 12:45 PM	LUNCH
12:45 - 2:30 PM	Education Session The Unique Challenges of the CMO/VPMA Role – Case Study #1: The CMO Role and Physician Employment
2:30 - 2:45 PM	Break
2:45 - 4:15 PM	Education Session The Unique Challenges of the CMO/VPMA Role (continued) – Case Study #2: Clinical Integration as a Moving Target
4:15 - 4:30 PM	Answering Questions from Participants
4:30 PM	Adjourn

DAY 2: SUNDAY

6:30 - 7:00 AM	Breakfast
7:00 AM - 7:05 AM	Welcome Back and Follow-Up from Day One
7:05 - 9:30 AM	Education Session The Unique Challenges of the CMO/VPMA Role (continued from day one) – Case Study #3: Rebuilding Trust Once It's Broken
9:30 - 9:45 AM	Break
9:45 - 10:45 AM	Education Session The Unique Challenges of the CMO/VPMA Role (continued) – Challenges and Opportunities In the Career Path for CMOs/VPMA: What Will Be Your Action Plan for Enhancing Your Effectiveness As a CMO/VPMA When You Get Home?
10:45 - 11:00 AM	Answering Questions from Participants and Wrap-Up
11:00 AM	Adjourn

