EMERGING LEADERS IN THE ERA OF HEALTHCARE REFORM

A comprehensive leadership program for healthcare managers & directors

DAY 1: Wednesday, April 10, 2013
Leading Healthcare in 2013: Trends, Innovations and Adaptations
Faculty: Apurv Gupta, M.D., Adjunct Senior Lecturer, Healthcare Leadership, Brown University

DAY 2: Tuesday, May 14, 2013
Healthcare Finance Basics and Emerging Systems of Payment
Faculty: Gerald O’Neill, Director, Finance, Winchester Hospital

DAY 3: Wednesday, June 19, 2013
Becoming a Leader Others Will Follow
Faculty: Cecelia Wooden, Ed.D., Korn/Ferry International
Healthcare in America and in Massachusetts is undergoing rapid, disruptive and persistent change which continues to be under the public microscope. It will take visionary leaders to transform our healthcare organizations and to deliver outstanding services in this dynamic environment. MHA’s Emerging Leaders series is tailored to hospital professionals who seek to elevate their management skills within this challenging environment. This year’s series will teach managers about the changing healthcare system and how to be nimble and thrive as effective leaders. The 3-part program is a blend of knowledge of the healthcare landscape, an in-depth look at healthcare finance (with particular focus payment reform) and a leadership development day which will help managers/directors better understand their competencies and how to leverage their skills to lead.

The opportunity for dynamic information exchange and development of a professional colleague network is an added bonus of this program. Class size is limited; programs are spread out over three months and are held at MHA’s Conference Center in Burlington, MA from 9am-4pm. Register yourself or a member of your staff today!

### Series Objectives
- Learn about the emerging landscape and complexities of the healthcare environment both locally and nationally, and what hospital managers/directors can do to adapt
- Explore hospital financial statements, budgeting, dashboards, performance reports, and how to use financial management to achieve department goals
- Understand today’s healthcare finance climate, how it is changing, and how hospitals will need to reorganize their financial strategies
- Discover a personal leadership style that will emphasize capabilities and help determine strategies for leading

### Day 1
**Leading Healthcare in 2013: Trends, Innovations and Adaptations**

Wednesday, April 10, 2013 | 9:00 a.m. to 4:00 p.m.
*Apurv Gupta, M.D., Brown University*

Session one of this program will set the stage for the rest of the program. Dr. Gupta, who has worked as a chief medical officer in Massachusetts hospitals, will provide students with a broad overview of national and local healthcare trends including reform, industry consolidation and the evolving role of hospitals within the continuum of care. We’ll also look at how innovation is working in healthcare and how class participants can adapt in their current role/position in their organization. Students will see a more comprehensive perspective that goes beyond local concerns, giving them a strategic vision of healthcare and how they as leaders within their organization can impact and lead change.

### Day 2
**Healthcare Finance Basics and Emerging Systems of Payment**

Tuesday, May 14, 2013 | 9:00 a.m. to 4:00 p.m.
*Gerry O’Neill, Winchester Hospital*

Noted healthcare finance experts with experience in Massachusetts will cover a large amount of territory in this class, looking at the current world of hospital finance and new trends changing the system. Focusing on operational side, we’ll take a close look at hospital financial basics, accounting principles, and management opportunities through budgeting – How budgets can be used as a tool to drive performance, map accomplishments, and assist in performance planning for the organization. After lunch we’ll examine the payment system from a strategic perspective, how it’s changing, and why this is important for hospital managers/directors.

### Day 3
**Becoming a Leader Others Will Follow**

Wednesday, June 19, 2013 | 9:00 a.m. to 4:00 p.m.
*Cecelia Wooden, Ed.D., Korn/Ferry International*

In healthcare today, managers and directors wear many hats: delivering quality healthcare, managing limited resources, administering complex programs. Meeting these demands requires, now more than ever, commitment and leadership skills. In this session, Dr. Wooden, a nationally-recognized leadership expert, will help participants explore the qualities of an inspirational leader. Through self-evaluation, students will learn what they bring to the table and how to leverage that towards becoming the most effective in their organization.

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**BONUS:** Emerging Leaders students will have an opportunity to meet with Dr. Peter Slavin, President, Mass. General Hospital in a fireside chat format on **Tuesday, April 30th** from 8am-9am.

**Who should attend?**

Directors and managers in hospitals and healthcare settings; those with potential for higher level positions.
Emerging Leaders in the Era of Healthcare Reform

MHA Conference Center at Executive Park | 5 New England Executive Park | Burlington, MA
9:00 a.m. to 4:00 p.m. ~ Continental Breakfast & Lunch included

May 14    Healthcare Finance Basics and Emerging Systems of Payment, Gerald O’Neill, Winchester Hospital
June 19   Becoming a Leader Others Will Follow, Cecelia Wooden, Ed.D., Korn/Ferry International

Registration Fee:   ☐ $1499 MHA Member Rate  ☐ $2499 Non-Member Rate

*Registration Fee includes all three programs

Registrant Name: ____________________________________________
FIRST                MI                LAST
Title: ________________________________________________________
Organization: __________________________________________________
Street Address: __________________________________________________
City/Town: __________________________________ State: __________ Zip: __________
Phone: ____________________________ Fax: __________________
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Payment (Please choose one)

☐ Check enclosed (Made payable to MHA)  ☐ Please send invoice
☐ I’d like to pay by credit card over the phone (MHA will contact you directly)*

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REGISTER
FAX     (781) 262-6136
MAIL    MHA Education Department
        5 New England Executive Park
        Burlington, MA 01803-5096
ONLINE  www.mhalink.org/education

CEUs
Session enrollment is limited to 35 participants who must attend all three programs in full to be eligible for certification & 18 total hours of pre-approved Category II (non-ACHE) continuing education credits.

CANCELLATION POLICY
Written cancellations received by April 3, 2013, will be charged a $50 administrative fee. If payment has been received, your registration fee will be refunded minus the $50. Cancellations received after April 3, 2013, will still be charged the full registration fee and if payment has been received, no refunds will be given. To avoid this penalty, you may send a substitute to the program.

QUESTIONS?
781.262.6059 or e-mail jettori@mhalink.org
Online: www.mhalink.org/education

* For security purposes we are now only accepting credit card information over the phone and through our secure website.
About Our Faculty

Apurv Gupta, M.D., Brown University

Apurv Gupta, M.D. is a leader and innovator in healthcare, an expert in performance improvement and change management, and a thought leader about the transformation of healthcare. As Adjunct Senior Lecturer for the Executive Master of Healthcare Leadership Program at Brown University, Dr. Gupta teaches courses on “Quality Improvement and the Healthcare Learning Organization” and “Management & Marketing to Transform Healthcare.” He has held numerous leadership positions in the healthcare industry including V.P. for Network Performance Improvement at Blue Cross Blue Shield of MA, CMO at Quincy Medical Center, Medical Director at Norwood Hospital, and Associate Medical Director at Beth Israel Deaconess Physicians Organization.

Gerry O’Neill, Winchester Hospital

Gerald F. O’Neill has more than 30 years of experience as a senior financial manager for diverse healthcare organizations. He currently serves as the director of finance for Winchester Hospital in Massachusetts, where he oversees the general accounting, decisions support, and patient financial services departments. He has played a critical role in increasing the hospital’s revenue, helping the finance team secure an $80 million tax-exempt bond issuance to fund new construction and eliminate outstanding debt. He has held similar previous financial leadership roles at Holy Family Hospital and Malden Hospital. He earned his M.B.A. from Northeastern University and is on the board of directors for the Massachusetts-Rhode Island Healthcare Financial Management Association.

Cecelia Wooden, Ed.D., Korn/Ferry International

Cecelia Wooden, Ed.D. is a Senior Consultant in Korn/Ferry Leadership and Talent Consulting, based in the Firm’s Colorado office. She specializes in individual and team leadership development, organizational change and culture, strategic planning, meeting facilitation, and executive coaching. She has more than thirty years of management and organization leadership experience. She has served for ten years as faculty and mentor at Seton Hall University in the university’s distance learning master’s program in strategic communication and leadership. She received Seton Hall’s Outstanding Graduate Faculty Award in 2002. Ms. Wooden earned an Ed.D. from Illinois State University, a master’s degree from Montclair State University and a bachelor’s degree from The College of New Jersey. She is trained in the administration of numerous assessment instruments and executive coaching techniques and is widely published. She resides in Louisville, Kentucky.

“All three sessions were extremely valuable, particularly the Strategic Planning and the personal assessment. I have been able to effectively plan meetings for my department keeping in mind what tools to use and how to effectively involve my in the decision making process for workflow improvement.” - previous Emerging Leader attendee