

CALIFORNIA

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PHYSICIAN LEADERSHIP

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PROGRAM

A CUSTOMIZED PROGRAM  
DEVELOPED BY AND FOR PHYSICIAN LEADERS  
AND MEDICAL EXECUTIVES



**Sponsored by:**

California Hospital Association / Hospital Council of Northern and Central California  
Hospital Association of Southern California / Hospital Association of San Diego and Imperial Counties  
USC Marshall School of Business, Executive Education / Keck School of Medicine

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A CUSTOMIZED PROGRAM DEVELOPED BY AND FOR  
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“PHYSICIANS CAN AND  
SHOULD SHAPE THE NEW ERA OF  
HEALTH CARE. THIS PROGRAM  
WILL GIVE YOU THE SKILLS AND  
KNOWLEDGE YOU NEED TO  
TAKE CHARGE AND BE A STRATEGIC  
THOUGHT LEADER.”

— Terance J. Wolfe, PhD

*Associate Professor of Clinical Management and Organization  
and Executive Director, Open Enrollment and Custom Programs,  
USC Marshall School of Business, Executive Education*

## Are you ready for your role in the new era of health care?

The California Physician Leadership Program is a customized educational program designed to challenge and grow physician leaders and medical executives. This certificate program will supplement your clinical expertise with strategic leadership skills, and enhance your ability to navigate and succeed in the increasingly complex, often ambiguous, health care delivery system.

The program leverages the University of Southern California's top-rated Marshall School of Business faculty, in partnership with the California hospital associations, to offer a unique balance of academic and real-world subject matter experts. Practical and meaningful content on leadership strategies, core business principles, the ever-changing health care arena and more will be provided.

Each module provides comprehensive, well-rounded instruction to cultivate better physician leaders. Using group-based learning, participants will work to improve team leadership, interpersonal communication and collaborative problem-solving skills. The program will culminate with a project emphasizing practical applications of the program's concepts to issues and problems you face every day in health care.

Assume greater leadership, serve as a driver of change and achieve better outcomes for patients. **Enroll today!**



# Program Schedule

Session Categories	Dates	Morning Classes	Afternoon Classes
<b>Foundations of Business Management in Health Care</b>	Oct. 20, 2017	Program Overview/Understanding the Health Care Industry & the Political Environment	Health Care Policy/Project Information
	Oct. 21, 2017	Inflection Mapping	Health Care High Reliability
<b>Effective Leadership Skills</b>	Nov. 17, 2017	Health Care Funding & Finance	Health Care Law & Regulation
	Nov. 18, 2017	Leading Teams	Financial Accounting for Health Care Professionals
<b>Navigating the Health Care Environment</b>	Dec. 8, 2017	Quality of Care Concepts	Organization Culture
	Dec. 9, 2017	Quality – High-Value Health Care	Influence/Negotiations
<b>Delivering Success</b>	Jan. 5, 2018	Using Data for Health Care Transformation	Health Care Policy & Economics
	Jan. 6, 2018	Personal Leadership	Personal Leadership
	Feb. 2, 2018	Population Health Management & Health Care Systems	Financial Management of Health Care Services
	Feb. 3, 2018	Process of Developing and Executing Strategy	Process of Developing and Executing Strategy
	March 9, 2018	Strategic Alliances in Health Care	Leading & Managing Organizational Change
	March 10, 2018	Effective Presentation Skills	Organizational Effectiveness
	April 6, 2018	META-4	The Future of the Health Care Industry
	April 7, 2018	Business Challenge Project	Business Challenge Project

**Please note:**  
The course schedule is confirmed; however modules may move to other dates within the schedule if needed.

## Class Schedule

This 14-day program takes place 2 days per month on Friday and Saturday from Oct. 20, 2017, to April 7, 2018. Classes will be held from 8:30 a.m. – 5:00 p.m. on or near the USC campus.

## Continuing Medical Education

Participants are eligible to earn up to 105 *AMA PRA Category 1 Credits*™ after completion of the program.

## Following participation in this activity, participants should be able to:

- Apply strategic thinking to their organization and decision making on a daily basis.
- Understand and use financial information to enhance organizational and program effectiveness.
- Use contemporary leadership processes to affect change in their daily practice in response to changes in health care policy.
- Assess the rapidly changing health care industry as a whole and successfully navigate the challenges being ushered in.

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THIS EXCLUSIVE PROGRAM IS LIMITED TO  
40 PARTICIPANTS

## What physicians are saying about the program

*"I enrolled in this program with high expectations, which graduated to a renewed sense of purpose. The faculty and facilities were world-class. Learning with and from an intimate class of motivated physician leaders invigorated me to be more involved with our ever-changing health care system. This program encouraged entrepreneurial spirit while employing critical thinking and analysis. I highly recommend this program for all physician leaders."*

**Tonny Lee, MD**

Treasurer/Secretary of Medical Staff, Torrance Memorial Medical Center

*"Excellent course that I would highly recommend — whether you are a physician in the trenches or a physician moving up the management ladder. The tools and strategies learned to affect change were well worth every single plane trip each month!"*

**Jill Tiongco, MD**

Medical Director of Informatics, Montage Health

*"My colleague and I would marvel at how incredibly engaging and dynamic the faculty were. This is time very well spent and inspiring enough for me to stay on and do the MMM program."*

**John Merson, MD**

Immediate Past Chief of Staff, John Muir Health

*"I can't speak highly enough about the program. Being able to learn from top minds in the field of medical management/business while interacting with colleagues was fantastic."*

**Oren Zaidel, MD**

Managing Partner, South Bay Gastroenterology Medical Group  
Torrance Memorial Medical Center

### TUITION

Register by July 15, 2017.....\$13,500  
Register after July 15, 2017.....\$15,000

Tuition includes CMEs, lunch and course materials. Travel and housing costs are additional; registrants are responsible for making their own arrangements.

### CONTINUING MEDICAL EDUCATION

#### 105 AMA PRA Category 1 Credits™

This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of the Keck School of Medicine of the University of Southern California and the USC Marshall School of Business, Executive Education. The Keck School of Medicine is accredited by the ACCME to provide continuing medical education for physicians.

The Keck School of Medicine of the University of Southern California designates this live activity for a maximum of 105 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

### USC'S MASTER OF MEDICAL MANAGEMENT

Should attendees want to pursue USC's Marshall School of Business Master of Medical Management (MMM), the successful completion of the California Physician Leadership Program will replace the prerequisites for entry into that degree program. Visit [www.marshall.usc.edu/mmm](http://www.marshall.usc.edu/mmm) for more information.

**For additional program information, please visit [www.calhospital.org/CA-physician-leadership](http://www.calhospital.org/CA-physician-leadership) or contact CHA Education at (916) 552-7637.**

**Important note:** Information and materials relating to the California Physician Leadership Program are for informational and registration purposes only, and do not constitute legal advice. Any questions or concerns related to participation in the program or payment for program registration on behalf of a physician should be reviewed by legal counsel.

The **California Physician Leadership Program** is a collaborative effort of the California Hospital Association, Hospital Council of Northern and Central California, Hospital Association of Southern California, Hospital Association of San Diego and Imperial Counties, USC Marshall School of Business, Executive Education and Keck School of Medicine.

