

CALIFORNIA  
PHYSICIAN LEADERSHIP

PROGRAM

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

This certificate program combines the acumen of health policy and physician leaders with contemporary leadership skills provided by faculty from the prestigious USC Marshall School of Business. The breadth and depth of their collective experience will foster innovative thinking to tackle the challenges facing California's health care providers.

HEALTH POLICY & PHYSICIAN LEADER SPEAKERS



*Richard Afable, MD, MPH, President/CEO,  
St. Joseph Hoag Health*

A board-certified internist and geriatrician, Dr. Afable began his career by practicing clinical medicine for more than 15 years. He transitioned to administration at Wake Forest University's HMO and later moved to St. Joseph Hoag Health. His leadership has focused on whole-person quality care, improved clinical outcomes and mental health services. He is listed as one of *Modern Healthcare's* 100 Most Influential People in Healthcare and 50 Most Influential Physicians.



*David Perrott, MD, DDS, FACS, Senior Vice  
President and Chief Medical Officer, California  
Hospital Association*

Dr. Perrott serves as CHA's resource for medical staff issues, accreditation and licensing, and policy issues regarding patient safety and quality. He oversees CHA's Center for Hospital Medical Executives and Joint Committee on Accreditation and Licensing. He also serves as board chair for the Hospital Quality Institute and is a member of the Board of Commissioners of The Joint Commission.



*Julianne Morath, RN, MS, CPPS, President/CEO,  
Hospital Quality Institute*

Julianne Morath is an internationally recognized expert in health care quality and patient safety. In 2013, she was selected to lead the Hospital Quality Institute, an organization founded through a collaboration of CHA and the Regional Associations, and established to improve patient safety and quality of care for all Californians. She is the inaugural recipient of the John Eisenberg Award for Individual Lifetime Achievement in Patient Safety and is a founding member of the Lucian Leape Institute of the National Patient Safety Foundation. She served on the Board of Commissioners of The Joint Commission, and is a distinguished adviser and founding member of the National Patient Safety Foundation.



*Gary Kaplan, MD, FACP, FACMPE, FACPE,  
Chairman and CEO, Virginia Mason Health System*

Dr. Kaplan is one of the most influential physician executives in health care. He is a founding member of Health CEOs for Health Reform and has held leadership positions with numerous organizations, including the National Patient Safety Foundation, the Medical Group Management Association and the Washington Healthcare Forum. He is the recipient of the 2017 B'nai B'rith National Healthcare Award.



*Helen Macfie, PharmD, Chief Transformation Officer  
MemorialCare Health System, Fountain Valley*

Dr. Macfie has executive responsibility for system transformation, performance improvement, clinical quality, patient safety, patient-family experience, strategic planning and value-added teams. She speaks nationally on strategy, Lean principles, performance improvement and patient safety. Previously, she was MemorialCare's Senior Vice President for Performance Improvement and received its Living Our Leadership Award.



*Anne McLeod, MPH, Senior Vice President, Health  
Policy & Innovation, California Hospital Association*

Anne McLeod has served as CHA's health care reform resource since 2007. She is the driving force behind efforts to ensure the financial stability of hospitals in California, and to help hospitals adapt to the ever-changing health care delivery system. Anne provided leadership for the design, development and implementation of several programs, including the hospital fee program, modern pricing and transforming for tomorrow.



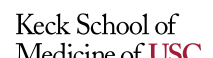
*Lloyd Bookman, Founding Partner, Hooper, Lundy  
& Bookman, PC*

Lloyd Bookman is a nationally recognized health care attorney whose practice has exclusively involved the representation of health care providers in reimbursement, regulatory and transactional matters. He received the Mathies Award for Health Care Leadership from Partners in Care and is often recognized by Super Lawyers and Chambers USA as one of the premier health care attorneys in the United States.

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



Leadership in Health Policy and Advocacy



## USC Marshall School of Business Faculty

### FACULTY DIRECTOR



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

Terance Wolfe is known for his work in strategic planning, executive development through team building and coaching, and organizational assessment and change. He has been a member of the Academy of Management, Strategic Management Society, World Future Society, World Affairs Council, Asian Business League, Institute of Management Consultants and Society for Human Resource Management, and consults for a variety of private, public and not-for-profit organizations.



*Robert Myrtle, PhD, Professor Emeritus of Health Administration, Sol Price School of Public Policy, USC*

Dr. Myrtle's teaching and research interests involve cross-school collaborations, including the Keck School of Medicine (factors influencing the performance of surgical teams), and the Marshall School of Business, Executive Education (career patterns of physician executives).



*Schumarry Chao, MD, MBA, President, SHC-PMAC Consulting and Clinical Professor, School of Medicine and School of Pharmacy, USC*

Dr. Chao has successful leadership, strategic and operational experience on "all sides of the healthcare industry" — insurer, delivery system management, employer, pharmaceutical and health care information technology. She is regarded as a health care industry expert in the development of a number of strategic and marketing plans, as well as a skilled facilitator to drive alignment of interests for successful execution.



*Morgan McCall, PhD, Professor Emeritus, Management and Organization, USC Marshall School of Business*

One of the nation's top leadership scholars, Dr. McCall focuses his research on the assessment, development and derailment of executive talent. He was the winner of the Distinguished Professional Contributions Award from the Society for Industrial and Organizational Psychology and the Marion Gislason award for Leadership in Executive Development from The Executive Development Roundtable at Boston University.



*Stacy Geck, Associate Professor, Clinical Management Communication, USC Marshall School of Business*

Stacy Geck is an expert in organizational communication effectiveness, intercultural communication, managerial communication, executive presence coaching, effective mentoring techniques and the Myers Briggs Type Indicator as a certified facilitator and practitioner. Her research has been published in the Journal of Cooperative Education, the Western Speech Communication Association and the American Society of Trial Consultants.



*Kyle Mayer, PhD, Professor, Management and Organization, USC Marshall School of Business*

Dr. Mayer studies how firms govern relationships with other firms, with particular attention to the contract and its role in establishing a framework for the relationship. His research has been published in *Organizational Science*, *Academy of Management Journal*, *Management Science*, and *Journal of Law, Economics, and Organization*.



*David Logan, Senior Lecturer, Management and Organization, USC Marshall School of Business*

Dave Logan is a senior lecturer at USC's Marshall School of Business, a best-selling author, and consultant to businesses and governments around the world. He teaches management and leadership for the USC Executive MBA and is also faculty at the Getty Leadership Institute and the International Centre for Leadership in Finance. Dave is co-author of four books, including *Tribal Leadership* and *The Three Laws of Performance*.



*Geoffrey Joyce, PhD, Director of Health Policy, Schaeffer Center and Associate Professor, Pharmaceutical Economics and Policy, USC School of Pharmacy*

Dr. Joyce's research focuses on the costs of medical care and the role of insurance. Dr. Joyce's research sponsors include the National Institutes of Health, National Institute on Aging, The Centers for Medicare and Medicaid Services, the Agency for Healthcare Research and Quality, the Department of Defense, Amgen, Merck, Genentech, UnitedHealth, Pacificare and the California Healthcare Foundation.

View additional faculty at [www.calhospital.org/CA-physician-leadership](http://www.calhospital.org/CA-physician-leadership).

**FOR MORE INFORMATION OR TO REGISTER,**

Visit the web page at [www.calhospital.org/CA-physician-leadership](http://www.calhospital.org/CA-physician-leadership) or call CHA Education at (916) 552-7637.