



**Laura Rife, MD, MBA**  
**Senior Consultant**

Dr. Laura Rife brings over 8 years of experience providing organizations with education on medical staff organizational functions; new medical staff leaders' roles and responsibilities; the medical staff-board relationship; credentialing and privileging; low-and-no volume peer review non-punitively; as well as practitioner conflict, alignment, and behavioral issues.

Greeley has confirmed that none of the faculty/presenters or contributors has any relevant financial relationships to disclose related to the content of this educational activity.

### COURSE DESCRIPTION

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 Practitioner Performance Pyramid approach, credentialing and peer review strategies, and healthcare law are additional focus areas.

### PROGRAM GOAL

Provide new and developing physician leaders with new knowledge and skills to enhance their ability to fulfill their healthcare leadership responsibilities

### LEARNING OBJECTIVES

*Upon completion of this program, participants should be able to:*

- Understand the impact of healthcare reform and other trends on physicians and hospitals
- Describe the roles and responsibilities of the medical staff, board, and administration
- Explain the responsibilities of elected physician officers and department chairs
- Identify strategies for physicians to hold their peers accountable while helping them improve performance
- Identify effective practices for implementing a credentialing program that is fair to physicians and protects patients from potential harm
- Identify strategies for making peer review effective and fair
- Explain how to manage poor/marginal performance and disruptive behavior

## AGENDA

Medical Executive Committee Institute | 2 Day Virtual Agenda

*Live Virtual Sessions | March 12-13, 2026*

### TIME ZONE – START TIME CHART

|                                       |                                       |                                     |
|---------------------------------------|---------------------------------------|-------------------------------------|
| <b>11:00 AM</b> Eastern Standard Time | <b>9:00 AM</b> Mountain Standard Time | <b>7:00 AM</b> Alaska Standard Time |
| <b>10:00 AM</b> Central Standard Time | <b>8:00 AM</b> Pacific Standard Time  | <b>5:00 AM</b> Hawaii Aleutian      |

*All times listed below are Eastern*

### DAY 1 - THURSDAY, MARCH 12, 2026

**11:00 – 11:30 AM**

#### What We Are Doing in Healthcare is Not Sustainable

Healthcare trends affecting physicians and hospitals – The need to simultaneously cut costs and improve quality and safety – Healthcare stands on a burning platform. Now what? – What does it mean for each physician and every hospital to be part of the solution?

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| <b>11:30 – 12:00 PM</b> | <b>Rethinking the Medical Staff</b><br>Who is responsible for the quality and safety of patient care? – To whom are physicians accountable and for what? – How should physician leaders and hospital leaders work together to achieve physician success, hospital success, and great patient care? |
| <b>12:00 – 2:00 PM</b>  | <b>Effective Medical Staff or Obsolete Medical Staff: How can physicians hold each other accountable for the quality of care we provide?</b><br>The Physician Performance Pyramid: Keys to achieving great physician performance   |
| <b>1:00 – 1:15 PM</b>   | <b>Break</b>   |
| <b>1:15 – 2:15 PM</b>   | <b>Essentials of Credentialing and Privileging for Medical Staff Leaders (Part I)</b><br>Make patients the focus of credentialing and privileging decisions – How to streamline credentialing so it is fair, effective, and efficient  |

**DAY 2 - FRIDAY, MARCH 13, 2026**

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|-------------------------|--|
| <b>11:00 – 12:00 PM</b> | <b>Essentials of Credentialing and Privileging for Medical Staff Leaders (Part II)</b><br>Making sense of laundry lists, core privileges, and competency clusters –<br>Managing today's privileging challenges   |
| <b>12:00 – 1:00 PM</b>  | <b>Making Peer Review Effective, Efficient, and Fair</b><br>How to drive bias out of peer review – General competencies – OPPE and FPPE  |
| <b>1:00 – 1:15 PM</b>   | <b>Break</b>   |
| <b>1:15 – 2:00 PM</b>   | <b>How to Manage Poor and Marginal Performance, Disruptive Behavior, and Impairment</b><br>Manage the marginally performing physician – Manage common performance challenges: Medical record delinquencies, Noncompliance with hospital policies, Excess length of stay and costs – Identify and manage the impaired physician – A practical, step-by-step approach to intervene with a disruptive physician |
| <b>2:00 – 2:15 PM</b>   | <b>Putting It All Together to Leave a Legacy You Can Be Proud Of</b>   |