

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.

LEARNING OBJECTIVES

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

- 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 TOPICS

CMO/VPMA Retreat | Agenda Topics

The Unique Challenges of the CMO/VPMA Role

Case Study: The CMO Role and Physician Employment

The Unique Challenges of the CMO/VPMA Role

Case Study: Rebuilding Trust Once It's Broken

The Unique Challenges of the CMO/VPMA Role

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?