



# Greeley

A CHARTIS COMPANY

## Physician & Hospital Leadership Seminars

### Well-Trained Leaders Drive Organizational Success

Developed and presented by nationally recognized physicians and other healthcare leaders, our educational offerings deliver cutting-edge, practical solutions to address the full spectrum of challenges facing physician and administrative leaders.



OCTOBER 2024 **SAN ANTONIO** TEXAS



DECEMBER 2024 **PALM BEACH** FLORIDA



800-807-9819



[info@greeley.com](mailto:info@greeley.com)

# CONFERENCE POLICIES

## RECORDING POLICY:

No recording or reproduction of our presentation is permitted without the express written consent of Greeley.

## PHOTOGRAPHY/RECORDING DISCLAIMER:

Greeley may record or photograph program activities for both archival and promotional purposes. By attending the Greeley seminar, attendees give Greeley unrestricted permission to use any attendee's voice and image in any such archival or promotional recording or photography without any compensation or credit to the attendee.

## CANCELLATION POLICY:

1. Cancellations received by Greeley 45 days or more prior to the seminar start date are eligible for a credit or refund. The credit is valid for up to twelve months from the date of the canceled seminar.
2. Cancellations made 45 to 10 days prior to the seminar start date are ineligible for refunds but are eligible to transfer credit to another Greeley seminar. The credit is valid for up to twelve months from date of the canceled seminar.
3. Participants who cancel fewer than 10 days prior to the seminar start date are ineligible for refund/credit.

You may substitute registrants without penalty at any time as long as Greeley is contacted prior, and the initial registration is updated as the new attendee.

## AMERICANS WITH DISABILITIES ACT:

If you require special accommodations in order to participate in this educational activity, please contact us.

## FACULTY DISCLOSURE STATEMENT:

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

## PAYMENT POLICY:

Greeley requires full payment of the registration fee upon booking. Registration is not guaranteed until payment is received.

## ACCME ACCREDITATION STATEMENT:

Greeley is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

# PROGRAMS at a GLANCE



**2024 SAN ANTONIO TEXAS**

Pre-Conference	Main Conference	Post-Conference
Wednesday, October 16, 2024	Thursday – Friday, October 17-18, 2024	Friday - Saturday, October 18-19, 2024
Cracking the Burnout Code	Medical Executive Committee Institute The Credentialing Solution Peer Review Boot Camp The Physician Leadership Institute	CMO/VPMA Retreat



**2024 PALM BEACH FLORIDA**

Pre-Conference	Main Conference
Wednesday, December 4, 2024	Thursday – Saturday, December 5-7, 2024
CMO/VPMA Retreat	Medical Executive Committee Institute The Credentialing Solution Peer Review Boot Camp The Physician Leadership Institute Quality, Safety and High Reliability: Leading the Transformation

Course Name	CME Credit
CMO Retreat	6
Cracking the Burnout Code	6
The Credentialing Solution	11.75
Medical Executive Committee Institute	11.75
Peer Review Boot Camp	11.75
The Physician Leadership Institute	11.75
Quality, Safety and High Reliability: Leading the Transformation	11.75

## SCAN THE QR CODE AND REGISTER NOW

**SAN ANTONIO**  
**October 17-18**  
 La Cantera Resort & Spa  
 16641 La Cantera Pkwy  
 San Antonio, TX



**PALM BEACH**  
**December 5-7**  
 PGA National Resort  
 400 Ave of the Champions  
 Palm Beach Gardens, FL





# San Antonio

## SCHEDULE

Pre-Conference   Wednesday, October 16, 2024	
9:00 – 12:00 PM	Education Sessstion (3hr)
12:00 – 1:00 PM	Lunch
1:00 – 4:00 PM	Education Seccion (3hr)
Main Conference   Thursday – Friday, October 17-18, 2024	
DAY 1	
7:00 – 8:00 AM	Breakfast
8:00 – 8:45 AM	Bonus session
8:45 – 9:00 AM	Break
9:00 – 11:00 AM	Education Session (2hr)
11:00 – 11:15 AM	Break
11:15 – 12:15 PM	Education Session (1hr)
12:15 – 1:00 PM	Lunch
1:00 – 4:00 PM	Education Session (3hr)
DAY 2	
7:00 – 8:00 AM	Breakfast
8:00 – 10:00 AM	Education Session (2hr)
10:00 – 10:15 AM	Break
10:15 – 12:15 PM	Education Session (2hr)
12:15 – 1:00 PM	Lunch
1:00 – 2:45 PM	Education Session (1.75hr)
Post-Conference   Friday - Saturday, October 18-19, 2024	
DAY 1	
3:00 – 5:00 PM	Education session (2hr)
DAY 2	
7:30 – 8:00 AM	Breakfast
8:00 – 10:00 AM	Education Session (2hr)
10:00 – 10:15 AM	Break
10:15 – 12:15 PM	Education Session (2hr)



# PRICING, TRAVEL LOGISTICS, & IMPORTANT DATES

## CONFERENCE PRICING AND POLICIES

### Conference Pricing

Pre-Conference & Post-Conference – \$975

Main Conference – \$1,995

## HOTEL INFORMATION

### La Cantera Resort & Spa

16641 La Cantera Pkwy

San Antonio, TX 78256

<https://www.lacanteraresort.com>

### Hotel Room Block

<https://book.passkey.com/e/50786793>

Reservation Phone Number – 855-499-2960

Group Code: CCJ1624A

Discount Room Rate – \$329

Hotel Cutoff Date – Monday, September 16, 2024

## AIRPORT

### San Antonio International Airport (SAT)

15 mi to the resort, approximately a 20-minute car ride

### Directions:

- Depart San Antonio International airport on Airport Boulevard toward the Airport Exit.
- Take Interstate 410 west, then Exit 16 to merge onto Interstate 10 west / U.S. 87 north.
- Exit La Cantera Parkway, Exit 555.
- Turn left onto La Cantera Parkway.
- La Cantera entrance is 0.75 miles ahead on the right.

# Palm Beach

## SCHEDULE

Pre-Conference Agenda - Wednesday, December 4, 2024	
9:00 – 12:00 PM	Education Sessstion (3hr)
12:00 – 1:00 PM	Lunch
1:00 – 4:00 PM	Education Seccion (3hr)
Main Conference Agenda - Thursday – Friday, December 5-7, 2024	
DAY 1	
7:00 – 8:00 AM	Breakfast
8:00 – 9:00 AM	Bonus session
9:00 – 9:15 AM	Break
9:15 – 11:15 AM	Education Session (2hr)
11:15 – 11:30 AM	Break
11:30 – 12:30 PM	Education Session (1hr)
12:30 – 1:15 PM	Lunch
1:15 – 2:15 PM	Education Session (1hr)
DAY 2	
7:00 – 8:00 AM	Breakfast
8:00 – 10:00 AM	Education Session (2hr)
10:00 – 10:15 AM	Break
10:15 – 12:15 PM	Education Session (2hr)
12:15 – 1:00 PM	Lunch
DAY 3	
7:00 – 8:00 AM	Breakfast
8:00 – 10:00 AM	Education Session (2hr)
10:00 – 10:15 AM	Break
10:15 – 12:15 PM	Education Session (1.75hr)



# PRICING, TRAVEL LOGISTICS, & IMPORTANT DATES

## CONFERENCE PRICING AND POLICIES

### Conference Pricing

Pre-Conference – \$975

Main Conference – \$1,995

## HOTEL INFORMATION

### PGA National Resort

400 Ave of the Champions  
Palm Beach Gardens, FL 33418  
<https://www.pgaresort.com/>

### Hotel Room Block

<https://pgaresort.ihotelier.com/book/dates-of-stay?groupID=4223670>

Reservation Phone Number – 1-844-821-0028

Group Code: 120324CCQS

Discount Room Rate – \$279

Hotel Cutoff Date – Tuesday, November 5, 2024

## AIRPORT

### Palm Beach International Airport (PBI)

15 mi to the resort, approximately a 20-minute car ride

### Directions:

- Head east on Turnage Blvd.
- Merge onto I-95 N via the ramp to W. Palm Beach.
- Take Exit 79B to merge onto PGA Blvd./SR-786 W.
- Turn left at Fairway Dr.
- At the traffic circle, take the second exit onto Avenue of Champions; Avenue of the Champions will take you straight to the entrance of the resort.

## COURSE

## SEMINAR DESCRIPTION

## ■ CMO/VPMA Retreat

### *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.

#### **Who Should Attend**

- CMO/VPMA
- Department Chairs & Chiefs
- Chief Strategy Officer
- Medical Directors
- Service Line Leaders & Dyad Managers

#### **What You'll Learn**

This program will provide a framework and tools to foster the vision necessary to lead and inspire innovation through a force multiplier culture. Participants will learn how to manage the "vital few" to engender trust and drive value-based results.

## ■ Cracking the Burnout Code

### *A Systematic Approach to Cultivating a Flourishing Healthcare Workforce and Enhancing Retention*

Workforce retention, wellbeing, turnover, burnout...it's at the top of every leader's priority list. Whether it is physicians, nurses, lab technicians or environmental services the stability and wellbeing of the workforce can determine the organization's ability to fulfill its mission, vision, and strategic objectives. This full-day seminar delves into the primary drivers of burnout across physicians (by specialty), nurses, APP's, and other healthcare professionals, offering a systematic approach to instigate positive change. Tailored insights for specific specialties, be it neurosurgeons, nurses, or environmental service workers, along with proven action planning strategies, tips, and interactive sessions, equip attendees with the tools to make a tangible difference.

#### **Who Should Attend**

- COO
- CMO/VPMA
- CEO
- CHRO
- Department Chairs and Chiefs
- CNO's and Nursing Directors
- Clinical Transformation Leaders
- Service Line Leaders

#### **What You'll Learn**

- A structured approach for identifying groups of employees vulnerable to turnover.
- Insight into the primary concerns and challenges specific to job families and medical specialties.
- Action planning strategies that work.
- Techniques for fostering leadership alignment.
- Awareness of common pitfalls and how to navigate them.



## ■ The Credentialing Solution

### *Everything Medical Staff Leaders and Medical Services Professionals Need to Know*

Sound credentialing and privileging is vital to every organization. Challenges like negligent credentialing, telemedicine, matching competency to privileges, expanding scope for APPs, cross specialty disputes, and the increase of employed physicians can undermine policies and practices.

#### ***Who Should Attend***

- CMO/VPMA
- Medical Staff and APP Leaders
- Credentials Committee Chairs and Members
- Department Chairs
- Board Members
- Medical Services Professionals
- Risk Managers
- Hospital Counsel

#### ***What You'll Learn***

This session provides solutions to tough credentialing and privileging issues through interactive cases studies and the application of tried and true principles that provide medical staff leaders and medical services professionals with the skills and knowledge necessary to design a credentialing and privileging program that protects patients, is fair to physicians, and effectively address today's complex situations. Take-away tools include a sample new technology/procedure form, an Advanced Practice Professionals 'train-up' policy, and an Exchange of Credentialing Information Policy.

## ■ Medical Executive Committee Institute

### *Essential Training for All Physician Leaders*

As healthcare pressures to improve quality and reduce cost continue to rise, healthcare organizations increasingly rely on their physician leaders to drive the change that is needed. Current leaders must keep apprised of new issues while physicians new to the role must develop skills essential to fostering transformation. Because new leadership challenges abound, many hospitals make it standard practice to enroll current and future leaders in this program annually.

#### ***Who Should Attend***

- Medical Staff Officers
- Department Chairs
- Service Line and Section Chiefs
- Medical Directors

#### ***What You'll Learn***

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

## COURSE

## SEMINAR DESCRIPTION

## ■ Peer Review Boot Camp

### *Performance Improvement-Driven Peer Review*

While often viewed as punitive, peer review can actually be a positive force for practitioner improvement. Practical, in-depth knowledge, tools and leading practices for fair and efficient case review and Ongoing Professional Practice Evaluation and Focused Professional Practice Evaluation methods can add value by utilizing data-based, competency indicators for a more equitable, collegial culture and process.

#### **Who Should Attend**

- CMO/VPMA
- Department Chairs
- Peer Review Committee Chair & Members
- Quality Committee Chair
- Staff assisting the peer review function

#### **What You'll Learn**

This session provides an overview of peer review duties along with the tools needed to perform objective and efficient case review utilizing data-driven standards. Indicators to measure six core competencies and steps to developing an effective action plan are included.

## ■ The Physician Leadership Institute

### *The Tools You Need to Deliver the Value Your Health System Requires*

Hospitals, healthcare systems, and physician group practices face mounting pressures to improve quality, reduce costs and enhance value. Increasingly they look to to physician leaders to help achieve these goals. Understanding the fundamentals of the fundamentals of the physician leadership roles, the business of healthcare, and the practical skills and knowledge needed to lead high-functioning teams is essential to the success of physicians in leadership roles.

#### **Who Should Attend**

- CMO/VPMA
- Medical Directors
- Physicians in other appointed roles
- Department Chairs
- Other medical staff leaders

#### **What You'll Learn**

This program will provide participants new knowledge and skills essential to succeed in the role of physician leader. This will include understanding the importance of defining accountability for performance, applying sources of power and influence to manage the change process, and learning basic financial tools to be an effective partner in program planning.



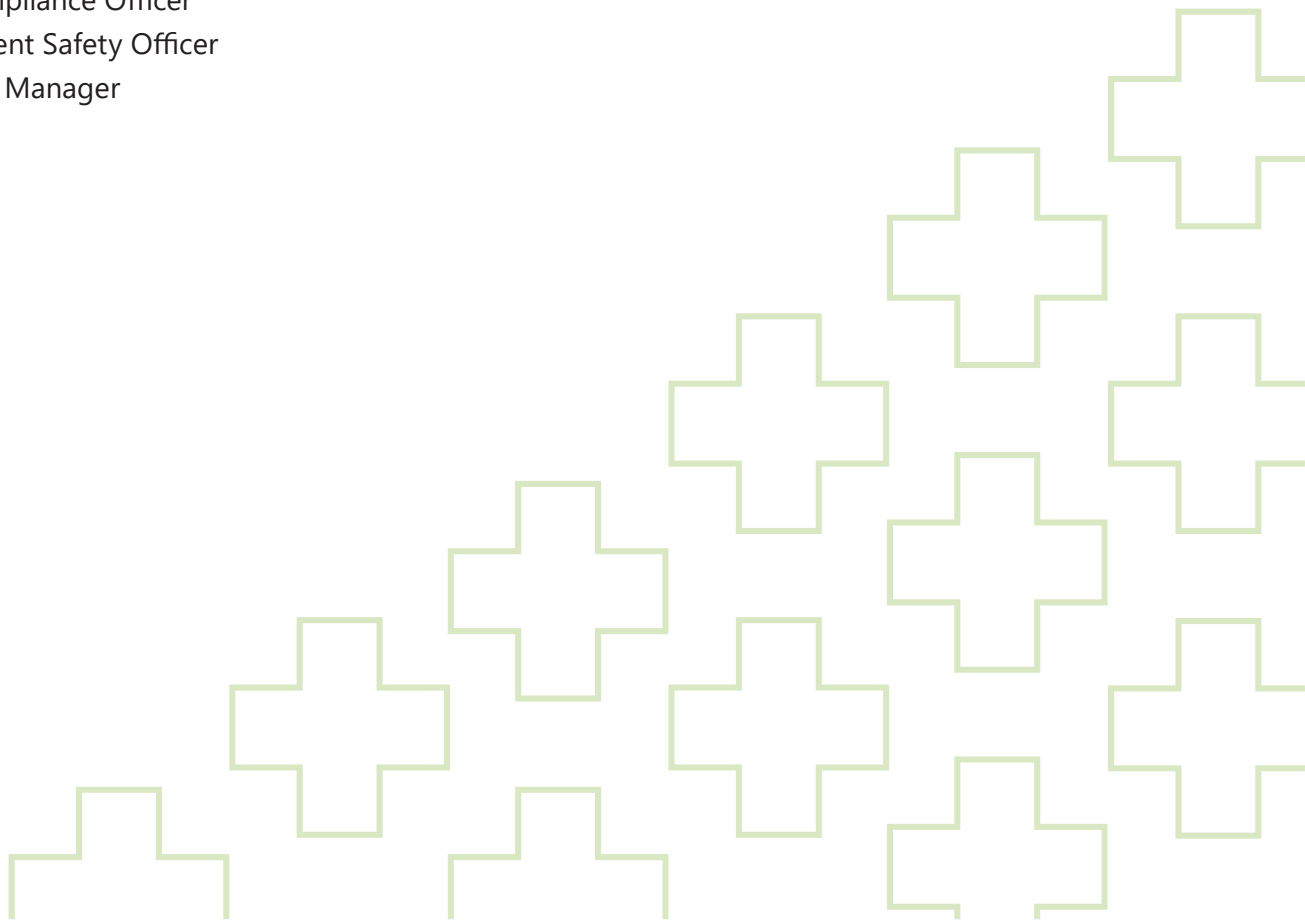
## ■ Quality, Safety and High Reliability: Leading the Transformation

### *High Reliability as an Operating Model for Quality and Safety*

The essential promise of healthcare — helping people at their most vulnerable — has never been more challenging to deliver. Since the release of “To Err is Human” and “Crossing the Quality Chasm” over two decades ago, many organizations have pursued programs to achieve higher levels of performance, reduce harm, and evolve their cultures of safety. While such initiatives help promote quality and safety improvement, they lack a comprehensive, integrated view of whole-hospital care. Building true reliability that is sustainable over time requires a deliberate, coordinated, organization-wide approach. What is required is not a “program,” but a comprehensive operating model. Our approach to high reliability offers a path forward for healthcare organizations who aspire to provide consistently excellent, equitable care, supported by hardwired capabilities to detect and avoid harm. Achieving high reliability will result in more equitable clinical outcomes and greater patient and employee engagement. And, by extension, it will also improve public rankings and pay for performance program outcomes and produce significantly greater financial return.

### ***Who Should Attend***

- Chief Executive Officer
- Chief Legal Officer
- CMO/VPMA
- Chief Operating Officer
- Chief Quality Officer
- Clinical Transformational Leader
- Compliance Officer
- Patient Safety Officer
- Risk Manager





# Greeley

A CHARTIS COMPANY

220 West Kinzie Street,  
Third Floor,  
Chicago, IL 60654

**GREELEY**

**30+**  
**YEARS**

dedicated to helping Medical Staff Services Departments transform through better performance, better experiences, better outcomes.

#### **Medical Staff Services Optimization**

We help improve MSSD operations and credentialing, privileging, and enrollment processes through consulting and managed services.

#### **Greeley Interim Staffing**

We provide just-in-time hospital leaders, medical services professionals, and other non-clinical specialists, recruited and vetted by experienced Greeley healthcare leaders.

#### **Education Solutions**

We offer live national seminars, virtual, and customized education for healthcare leaders and staff on current issues, compliance and legal risk, and best practices. We also offer an MSP Institute for professionals aiming to build strong foundational skills and knowledge.

### **We're here to help.**

For more information or to answer your questions,  
**contact us at 800-807-9819 or [info@greeley.com](mailto:info@greeley.com)**