

CMO/VPMA Retreat

How to Succeed in the Toughest
Job in Healthcare

*Custom program: Duration and modules
tailored to your organization*



If you are a CMO or VPMA—or are considering this role—join us for the CMO/VPMA Retreat. This immersive program is designed to build management skills and practical knowledge needed to address the real challenges physician executives face. Through peer-to-peer networking and candid discussion, participants gain realistic perspectives on the dual clinical and administrative responsibilities of the role. This reflective experience provides practical tools to help you succeed while balancing clinical credibility with executive leadership.

Why consider this course:

Most physician leaders lead without formal administrative training while maintaining a full clinical practice—often “building the airplane while flying it.” Designed for practicing clinicians, this course provides practical support for leadership challenges.

- **Bridging the Gap:** Transition from full-time clinician to effective leader and determining if an MBA is needed.
- **Defined Authority:** Clearly define roles, responsibilities, and the legal authority required to lead effectively.
- **Balancing Dual Identities:** Navigate the tension of having one foot in the executive suite and one foot in the physician community
- **Managing Physician Performance and Conduct:** Address difficult conversations, professionalism issues, and performance concerns—often involving peers or former colleagues.
- **Rebuilding Trust Once It’s Broken:** Repair fractured relationships between physicians, administration, and leadership after conflict or organizational change.

Who should attend:

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

Request a custom proposal:

Contact our sales team to discuss your goals, delivery options, and pricing

Call **800-807-9819** or
Email info@greeley.com

“The format of the CMO/VPMA was unique and fostered learning from peers. In addition to common topics covered at most seminars, they expertly wove in tips and tools on time management and personal development. I would highly recommend this to all CMOs, especially those in early or mid-career.

Chaksu Gupta, MD, MBA

Chief Medical Officer, Liberty Hospital



Course modules and what you will learn in each section:

The following modules are designed for a 6-hour course from our national seminar. For a custom education engagement we will work with you to select modules and modify them based on your needs.

MODULE	WHAT YOU WILL LEARN
Introduction of Participants: The Unique Challenges of the CMO/VPMA Role	During this section, you'll listen to and learn from your peers—and may discover that you're not alone, as others are facing similar challenges.
The Unique Challenges of the CMO/VPMA Role	Through case studies, we'll work together to tackle the common challenges that come with this leadership role.
Challenges and Opportunities in the Career Path for CMOs/VPMA: What Will Be Your	Learn from peer experiences and real world examples of career paths—both planned and unexpected
Action Plan for Enhancing Your Effectiveness As a CMO/VPMA When You Get Home?	Reflect on your own leadership goals and clarify what success in the CMO/VPMA role could look like for you

Featured Speakers



Aparna Ananth, MD



Andrew Resnick, MD



Patrice Burgess, MD



Raul Zambrano, MD



Paul Murphree, MD