



Tomorrow's Doctors, Tomorrow's Cures®

Executive Development Seminar for Associate Deans and Chairs

Jointly Sponsored by the Association of American Medical Colleges and Harvard Medical School, Department of Continuing Education

October 10 –14, 2008
Lago Mar Resort
Fort Lauderdale, Fla

Association of
American Medical Colleges

Agenda

Friday, October 10

7:00 – 9:00 am	Registration/Information	Lakeview Foyer
7:00 – 9:00 am	Breakfast Buffet	Palm Garden Room
9:00 – 9:30 am	Welcome	Lakeview
	Speaker:	
	Diane M. Magrane Associate Vice President Association of American Medical Colleges	
9:30 – 10:45 am	Critical Issues Facing Academic Medical Centers	Lakeview
	Speaker:	
	Thomas Gilmore Vice President CFAR (Center for Applied Research)	
	During this session, we will invite participants to think together about the critical issues we are facing in our leadership roles to help participants link the sessions to specific concerns that they are facing.	
10:45 – 11:00 am	Break	Lakeview Foyer
11:00 am – 1:00 pm	Campaigns as a Vehicle for Organizational Change	Lakeview
	Speaker:	
	Thomas Gilmore	
	Academic medical centers have been described as loosely coupled systems that have a federated character. This suggests the need for special approaches that work within these cultures. We will explore a ‘campaign frame’ for looking at how a leader can shape a compelling theme and orchestrate sufficient support to make a significant difference. The similarities and differences of the campaign model with other ways of strategic planning will be discussed.	
1:00 – 2:30 pm	Lunch and Break	Lakeview

Friday, October 10 (Continued)

2:30 – 4:30 pm **Creating Effective Organizational Roles and Processes** **Lakeview**

Speaker:

Thomas Gilmore

This segment will pick up on the challenges of creating new, often ad hoc structures, or groups that can serve to drive change and how one clarifies roles and responsibilities via the tool of responsibility charting.

5:30 – 6:00 pm Reception **Hibiscus Terrace**

6:00 – 8:00 pm Dinner **Hibiscus Terrace**

Saturday, October 11

7:00 – 8:00 am	Breakfast Buffet (Wear your meeting badge so that your server can identify you with our group)	Palm Garden Room
8:00 am – 12:00 pm	Legal Issues in Higher Education Speaker: S. Andrew Schaffer Deputy Commissioner of Legal Matters New York Police Department This session will focus on issues relating to the evaluation of medical students and residents as they might affect potential litigation. In addition, we will explore the legal aspects of faculty and employee relations. Finally, we will discuss how to make effective use of lawyers -- both in-house counsel and professionals external to the organization.	Lakeview
10:00 – 10:30 am	Break	Lakeview Foyer
10:30 am – 12:00 pm	Legal Issues (continued)	Lakeview
12:00 – 1:00 pm	Optional Session Q & A	Lakeview
12:00 – 2:00 pm	Lunch on your own	
2:00 – 6:00 pm	Personal Styles in Management Speaker: Otto Kroeger Retired Otto Kroeger Associates This session will stimulate an introspective examination of personal temperament and explore the relevance of individual styles and their impact on organizational management.	Lakeview
6:00 – 7:00 pm	Dinner	Fountainview Lobby

Saturday, October 11 (Continued)

7:15 – 9:00 pm

Optional Session: Issues in Research

Oceanview

Speaker:

Richard B. Marchase

Vice President for Research and Economic Development

Professor of Cell Biology

University of Alabama at Birmingham

The focus of this session will be the management of institutes, centers, core facilities, umbrella graduate programs, and postdoctoral support. It will also include a discussion of implications of the NIH slowdown, including bridge funding and diversification of funding sources.

Sunday, October 12

7:00 – 10:00 am	Breakfast Buffet (Wear your meeting badge so that your server can identify you with our group)	Palm Garden Room
10:00 am – 5:00 pm	Negotiation Workshop Speaker: Steven Blum, J.D. Professor The Wharton School of the University of Pennsylvania Leaders in academic medicine must be effective negotiators to achieve their goals. This workshop will place participants in a variety of one-on-one and group simulation exercises to give them an opportunity to assess and improve their skills.	Lakeview
12:00 – 1:30 pm	Working Lunch	Lakeview
1:30 – 3:00 pm	Negotiation (continued)	Lakeview
3:00 – 3:30 pm	Break	Lakeview Foyer
3:30 – 5:00 pm	Negotiation (continued)	Lakeview
5:00 pm	Dinner on your own	

Sunday, October 12 (continued)

5:30 – 9:00 pm

**Optional Session: Academic Medical
Center Management Simulation
(Light dinner served at 6:30 pm)**

Oceanview North

Separate registration fee required (\$180). Limited to 24 participants.

Speaker:

Ralph Horky

UCMC Facilitator

New department chairs and others with an interest in academic medical center management are offered an opportunity to engage in simulation of planning and management of a clinical department in an academic setting. Designed by an experienced manager whose 25 - year career includes executive level planning positions at three academic centers, the simulation incorporates dynamics in three domains: faculty deployment and operations, resources flow and finance, and tactics in change management. The simulation depicts business conditions and problems commonly found in departments, divisions, and research centers. This three and a half hour session allows the participants to see how the implications of management decisions play out over five budget cycles and track the impact on departmental plans and priorities.

Monday, October 13

7:00 – 8:00 am	Breakfast Buffet (Wear your meeting badge so that your server can identify you with our group)	Palm Garden Room
8:00 am – 12:45 pm	Dealing with the Media Speakers: Bobbie Lawrie Craddock Communications Teri Goudie Goudie Media Services In this session, we will discuss media mechanics and operations and explore the ways in which a healthy balance between cooperation and adversity can be established with the press. Getting your message out is not only important; it can be accomplished with predictability and reliability with careful attention to the approach offered here. Up to 15 participants will have the opportunity to conduct videotaped interviews and receive feedback from these experienced instructors.	Oceanview
10:00 – 10:30 am	Break	Oceanview Foyer
10:30 – 11:30 am	Dealing with the Media continued – Videotaped interviews and discussion	Oceanview
11:30 – 11:45 am	Break	Oceanview Foyer
11:45 am – 12:45 pm	Optional Session Additional interviews and discussion	Oceanview
12:45 pm – 2:30 pm	Lunch on your own	

Monday, October 13 (Continued)

2:30 – 5:00 pm **Medical School Economics & Departmental
Financial Management** **Oceanview**

Speaker:

Lilly Marks

Executive Director

University Physicians, Inc., and

Sr. Associate Dean, Administration & Finance

University of Colorado School of Medicine

This session will address accounting principles and how to read financial statements. We will also discuss the budget development and negotiation process and common financial management errors in academic settings.

5:30 – 6:00 pm Reception **Hibiscus Terrace**

6:00 – 7:00 pm Dinner **Hibiscus Terrace**

7:00 – 9:00 pm **Optional Session: Medicare and GME Financing** **Lakeview**

Speaker:

Robert Dickler

Chief Health Care Officer

Association of American Medical Colleges

This session will focus on the hospital, physician, and managed care payment models utilized by Medicare. Special emphasis will be given to payment components and issues of special importance to academic medicine.

Tuesday, October 14

7:00 – 8:00 am	Breakfast Buffet (Wear your meeting badge so that your server can identify you with our group)	Palm Garden Room
8:00 – 9:30 am	Medical School Economics & Departmental Financial Management continued Speaker: Lilly Marks Executive Director University Physicians, Inc., and Sr. Associate Dean, Administration & Finance University of Colorado School of Medicine	Oceanview
9:30 – 10:00 am	Break	Oceanview Foyer
10:00 – 11:30 am	Medical School Economics & Departmental Financial Management continued	Oceanview
11:30 am – 12:00 pm	Optional Q/A	Oceanview
12:00 – 2:00 pm	Lunch and Action Planning: The History of the Future of Your Campaign Facilitator: Diane Magrane, MD Associate Vice President Faculty Development and Leadership Association of American Medical Colleges The session will conclude by coming full circle to each individual’s organizational issues, aspirations for organizational change, and personal commitments to move his or her organization forward. Participants will engage in an interactive exercise to envision future accomplishments including pathways, stumbling blocks and transitions. They will communicate and document short and long-term commitments to action using an innovative strategic planning technique entitled “histories of the future”.	Lakeview

Tuesday, October 14 (Continued)

2:00 – 2:30 pm	Closing Remarks	Lakeview
	Speaker: Diane Magrane, M.D.	
2:30 – 4:30 pm	Optional Session: Clinical Practice Metrics	Oceanview
	Speaker: Lilly Marks Executive Director University Physicians, Inc., and Sr. Associate Dean, Administration & Finance University of Colorado School of Medicine	
	<p>The focus of this discussion will be a review of current and developing issues in health care and the implications for faculty practice plans. We will also review the basic components of the clinical revenue cycle and the key metrics that reflect whether you are maximizing your reimbursement.</p>	