



Tomorrow's Doctors, Tomorrow's Cures®

Executive Development Seminar for Deans Phase II

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

June 26-27, 2009

Association of American Medical Colleges
2450 N Street, NW
Washington DC 20037

Agenda

Friday, June 26

All Sessions will be held at AAMC (2450 N Street, NW in room N130) unless noted otherwise.

7:00 – 8:00 am Registration/Information

7:00 – 8:00 am Continental Breakfast

7:30 – 8:00 am **Welcome and Introductions (Open Discussion)**

Facilitator

John E. Prescott, M.D.
Chief Academic Officer
AAMC

8:00 – 9:45 am **Dealing with the Media**

Speakers:

Bobbie Lawrie
President
Craddock Communications, Inc.

Teri Goudie
President
Goudie Media Services, Inc.

This session covers media mechanics and operations while also exploring 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.

9:45 – 10:00 am Break

10:00 am – 12:00 pm **Dealing with the Media (Continued)**

12:00 – 1:30 pm Lunch

Friday, June 26 (Continued)

All Sessions will be held at AAMC (2450 N Street, NW in room N130) unless noted otherwise.

1:30-5:00 pm **Negotiation Skills Workshop**

Speaker:

Steven G. Blum, J.D.

Professor

The Wharton School

Leaders in academic medicine must be affective negotiators to achieve their goals. This workshop will place participants in a variety of one-on-one and group simulations to give them an opportunity to assess and improve their skills. A basic problem-solving tool, developed for medical school deans, will be used to address specific negotiation problems.

5:00 – 6:00 pm Break

6:00 – 7:30 pm **Dinner and Discussion**

This session is designed as an informal gathering to discuss the role of the dean in today's academic medical center environment. This evening provides a rare opportunity to gain insights from your colleagues.

Location:

Ristorante La Perla

2600 Pennsylvania Ave, NW

Saturday, June 27

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7:30 – 8:00 am Continental Breakfast

8:00- 10:00 am **Negotiation Skills Workshop (Continued)**

Speaker:

Steven G. Blum, J.D.

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10:30 –11:30 am **Medicare DGME and IME Payments: Fundamentals and the Future**

Speaker:

Karen S. Fisher, J.D.

Senior Director, Health Care Affairs

AAMC

This session will present the methodologies and rationales for Medicare direct GME and indirect medical education (IME) payments and cover discussions "inside the beltway" regarding the future of these two payments.

11:30 am –12:30 pm Lunch

Saturday, June 27 (continued)

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12:45 – 3:00 pm **Mission Alignment, Governance, and Organizational Structures in Academic Health Care Systems**

This session will speak to the complex and demanding issues confronting both physician and non-physician academic leaders of academic health care systems.

Speaker:

Joanne M. Conroy, M.D.
Chief Health Care Officer
AAMC

3:00 pm Meeting Adjourns