

Build a foundation for success at...

ACPE's 2014

Winter Institute

January 23-26, 2014

Loews Don CeSar Hotel
St. Pete Beach, Florida



Learn things you can use right away.

This conference isn't just about spending a weekend in Florida in January; it is essential professional development focused on the business of health care. You'll be energized by exchanging ideas with like-minded physician leaders, and you'll leave with tools you can use immediately to assess your organization and make informed decisions for the future.

Strategic Financial Management NEW • Techniques of Financial Decision Making Physician in Management Seminar • Thinking Economically: Opportunities to Make Payment Models Work NEW

NEW Institute Courses	CME	January 23 Thursday	January 24 Friday	January 25 Saturday	January 26 Sunday	Prices Members/Nons
Strategic Financial Management	7	8:00am-4:30pm				\$465/\$665
Techniques of Financial Decision Making	24		8:00am-4:30pm	8:00am-4:30pm	7:00am-12:30pm	\$1,450/\$1,745
Physician in Management Seminar	35		Marketing/ Communication 8:00am-4:30pm	Quality Improvement 8:00am-4:30pm	Negotiation 7:00am-12:30pm	\$1,440/\$1,735
Take-Home Modules: Finance in Health Care Organizations and Effective Physician Leadership						
NEW Thinking Economically: Opportunities to Make New Payment Models Work	18		8:00am-4:30pm	8:00am-4:30pm	8:00am-12:00pm	\$925/\$1155

Experience the Lowes Don CeSar Hotel • St. Pete Beach, Florida



Florida's legendary "Pink Palace," the Loews Don CeSar Hotel is a four-star resort that sits on seven miles of powdery white sand on the Gulf of Mexico. A registered Historic Hotel of America, it was built in 1928—during the Great Gatsby era—to resemble a Mediterranean-style castle, and serve as a playground for the rich and famous.

Today, this luxurious hotel offers guests recreation or relaxation along with a spectacular view of the waters of St. Pete Beach. Take an exercise class at the 24-hour fitness center. Or simply relax in private daybeds or chill out in a chaise under a shaded umbrella. At the end of the day, unwind at the Spa Oceana, featuring luxurious spa treatments, full-service salon and a stunning rooftop garden. Or relax at the Lobby Bar—also overlooking the azure waters and tropical sunsets of the Gulf of Mexico.

Voted one of the best beaches in the world, St. Pete Beach has so many activities that you may never leave the island! Enjoy nearby shopping in Pass-a-Grille or water sport adventures, such as cruising on jet skis or exploring on ocean kayaks.

Only 30 minutes from Tampa International Airport.

A limited number of rooms have been reserved for Institute attendees at a special discounted rate of \$229 per night, plus resort fee and tax.

This special rate is available until December 20, 2013, or until the block of rooms sells out, whichever comes first. For reservations, call 800.282.1116.

Now is the time to build a solid foundation for

Strategic Financial Management

7 CME ★ \$465 members / \$665 non-members

Thursday January 23

Analyzing performance from different perspectives – learning and growth, business process, customer and financial – provides relevant data you can use to educate your organization's governing body regarding financial management. Learn to use data to examine financial and organizational issues, evaluate proposed solutions and support recommendations.

- Apply financial planning methodologies to organizational objectives
- Develop and implement the organization's budget to achieve organizational objectives
- Assess and analyze financial reward versus risk/liability
- Monitor and assess ongoing performance
- Utilize comparative analysis strategies
- Understand investment and cash management
- Measure product or service performance to assure that strategic goals are met

Faculty: Mark Covaleski, PhD, CPA and Roger Formisano, PhD

Techniques of Financial Decision Making

24 CME ★ \$1450 members / \$1745 non-members

Friday January 24 – Sunday January 26

The ability to apply financial principles and concepts to decision making is critical for the physician leader, but is often a mystifying blend of mechanical calculation and confusing theories. This course provides the knowledge and skills to turn the mysteries into tools you can use to shape your organization's strategic future. The focus is on operations and investment, and the integration of financial principles into those areas. The basic principles of finance will be taught along with the mechanical skills of manipulating financial tools, giving each participant a thorough understanding of the key areas required to both build and grow a fiscally healthy organization.

- Really using financial and accounting statements
- Budgeting and cost management that makes sense
- Productivity and performance enhancement
- Risks and returns within your organization and in capital markets
- Practical investments for short and long term goals
- Creating value for your organization in the competitive marketplace

Faculty: Hugh Long, MBA, PhD, JD and Mark Covaleski, PhD, CPA



Group Discounts **Bring your team and save!**

Any non-member who enrolls with an ACPE member may register at the reduced member rate.

Groups save even more, regardless of ACPE membership or which courses are taken.

A 30% non-refundable registration deposit is required.

- ★ Groups of 5-9 each receive 10% off the member price
- ★ Groups of 10-19 each receive 15% off the member price
- ★ Groups of 20+ each receive 20% off the member price

Call ACPE at 800-562-8088 to register your group.

your organization and your career.

Physician in Management (PIM) Seminar

35 CME ★ \$1,440 members / \$1,735 non-members

Unlock your leadership potential. Join the nearly 30,000 physician leaders who have enhanced their careers with this introduction to the business side of medicine. Come for 2 1/2 days, over a weekend, and complete the first 4 modules. Then, complete the remaining 2 modules in the comfort and convenience of your home or office.

Marketing Eric Berkowitz, PhD

Discover key marketing concepts and strategies and their use in leading health care organizations.

- Rise above your competition
- Lock in your patient and referral base
- Assess your differential advantage in the health care marketplace

Friday, January 24
(morning)

Valuable Communication Skills Timothy Keogh, PhD

Gain the respect and influence you need to succeed.

- Identify your own personal work behaviors and tendencies
- Recognize and value different styles in colleagues
- Develop communication strategies for working together more productively with less conflict

Friday, January 24
(afternoon)

Quality Management David Nash, MD, MBA, FACPE

Transform your organization by mastering the foundational techniques for managing and measuring quality.

- Examine the importance of clinical practice guidelines
- Identify barriers to quality improvement
- Discover what it takes to implement a culture of quality

Saturday, January 25

Powerful Negotiation Skills Linda Babcock, PhD

Get better agreements and outcomes than you ever thought possible.

- Learn how to be more persuasive
- Know how to handle difficult negotiations and impasses
- Create situations where everyone involved walks away satisfied

Sunday, January 26
(morning)

Take these two modules home with you and complete the course at your convenience.

Finance in Health Care Organizations Hugh W. Long, MBA, PhD, JD

Understand the basics of budgeting, managing costs and accounting for health care organizations.

- Blow away the smoke when dealing with CFOs and accountants
- Discover what costs are really relevant for decision-making
- Create cost and payment structures that work to your advantage

Effective Physician Leadership Dave Logan, PhD

To be effective, physician leaders must master multiple clinical and leadership competencies, including interpersonal skills.

- Establish more effective relationships with colleagues and patients
- Use influence prevent or resolve interpersonal and organizational conflicts
- Gain skills that result in improved patient satisfaction, reduced length of stay and better clinical integration

HOME

Thinking Economically: Opportunities to Make New Payment Models Work

18 CME ★ \$925 members / \$1155 non-members

Friday January 24 – Sunday January 26

Physician payment continues to be a focal point in the health care policy debate. Evolving payment models create opportunities for providers to transform the way they deliver care — with better outcomes at lower costs — but they are not risk free. Quality of care may suffer under a system that rewards providers for containing costs. Providers who serve sicker populations or those less compliant with “doctor’s orders” may be penalized under a system that emphasizes accountability for the total cost of care. Payment models that rely on provider coordination may lead to greater market concentration among providers and, ultimately, higher prices for care.

- Learn which care delivery methods foster collaboration
- Identify payment systems that align incentives to higher quality and more efficient care without sacrificing economics
- Explore macro-economic trends in the current health care marketplace
- Take a deep dive into how the most common models deliver care, set up their networks and use compensation plans to align payment with quality of care
- Recognize how markets are likely to change and migrate
- Discover the opportunities for physicians to win, whether as participants or owners

Faculty: Brian Silverstein, MD, Grace E. Terrell, MD, MMM, FACP, CPE, FACPE and Mark Werner, MD, CPE, FACPE

Three Ways to Register



Phone

Toll free **800-562-8088**
Outside U.S. 813-287-2000



Mail or FAX

Download printable registration form:
acpe.org/Winter and mail to the address
above or fax to **813-287-8993**



Internet

acpe.org/Winter

Cancellation Policy — For a refund less a \$100 processing fee, cancel by December 27, 2013. All refunds are issued back to the original form of payment. The \$100 processing fee can be credited toward another ACPE course (live or online) if purchased before Jan 26, 2015. Attendee substitutions are allowed with no fee. No refund or credit towards a future purchase for cancellations made after December 27, 2013 or for no-shows.

Can't attend the PIM at the Winter Institute? Mark your calendar to attend one of the following:

Annual Meeting & Spring Institute • April 25-29, 2014 • Chicago, Illinois

Summer Institute • July 9-13, 2014 • Seattle, Washington

Fall Institute • November 14-18, 2014 • Scottsdale, Arizona

Register today at acpe.org/Winter or call 800-562-8088.



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About ACPE

ACPE is the nation's largest health care organization for physician executives — doctors who hold leadership and management positions. Its members include chief executive officers, chief medical officers, vice presidents of medical affairs, medical directors and other physicians who want to boost their leadership skills and add weight to their CVs.

Since its founding in 1975, the primary focus of the College is encouraging physicians to assume more active roles in the leadership and management of organizations in the health care industry and helping physicians acquire leadership and management skills. It has grown exponentially in that time, from 64 members to more than 11,000 members in 46 countries.

ACPE offers personalized support to all of its members, including CME courses, an advanced degree program, career counseling and more. ACPE is accredited by the Accreditation Council for Continuing Medical Education and is represented in the American Medical Association's House of Delegates as the specialty society of medical administration.

Accreditation

The American College of Physician Executives (ACPE) is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

Designation

The American College of Physician Executives (ACPE) designates this live educational activity for a maximum of *42 AMA PRA Category 1 Credit(s)*[™]. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Register today at acpe.org/Winter or call **800-562-8088**.