

SAVE
\$25-\$75
Register before August 30, 2013

strengthen **YOUR** core
ACPE's 2013 FALL INSTITUTE
NOVEMBER 8-12, 2013 ★ SCOTTSDALE, ARIZONA



acpe.org/Fall  **acpe**

Fall Institute

NOVEMBER 8-12, 2013 ★ SCOTTSDALE, ARIZONA

Hyatt Regency Scottsdale Resort & Spa at Gainey Ranch ★ ★ ★ ★ ★

Step up your leadership skills and reshape your career potential so you're better prepared to handle today's complex health care challenges. Get the core prerequisite credits needed for one of ACPE's master's degree programs or to earn a (CPE) Certified Physician Executive designation.

TRAIN with FELLOW PHYSICIAN LEADERS and enjoy high-level learning in an energetic environment. Participate in career activities, including a dinner group hosted by an executive recruiter.

- ★ Get the best in physician leadership education at this unique gathering.
- ★ Be re-energized by first-rate CME courses taught by award-winning faculty.
- ★ Interact with fellow physician executives who understand and can help you solve everyday demands.

strengthen **YOUR** core ★ train with fellow **PHYSICIAN LEADERS**.

SAVE

Register by August 30 and save \$25-75

Courses CME		November 8 Friday	November 9 Saturday	November 10 Sunday	November 11 Monday	November 12 Tuesday	Prices Members/Nons
The Science of High Reliability	14	8:00am-4:30pm	8:00am-4:30pm				\$810/\$1,080
Coaching & Mentoring Physicians to Higher Performance	12	8:00am-4:30pm	7:00am-12:30pm				\$800/\$1,065
Authentic Leadership Development	12	8:00am-4:30pm	7:00am-12:30pm				\$800/\$1,065
Physician in Management Seminar	35	Finance 8:00am-4:30pm	Quality Improvement 8:00am-4:30pm	Communication/ Marketing 8:00am-4:30pm	Negotiation 8:00am-4:30pm	Effective Physician Leadership 7:00am-12:30pm	\$1,440/\$1,725
 Fundamentals of Resilience Engineering	7			8:00am-4:30pm			\$465/\$665
Managing Physician Performance	24			8:00am-4:30pm	8:00am-4:30pm	7:00am-12:30pm	\$1,450/\$1,745
Three Faces of Quality	24			8:00am-4:30pm	8:00am-4:30pm	7:00am-12:30pm	\$1,450/\$1,745

Accreditation

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

Designation

The American College of Physician Executives (ACPE) designates this live educational activity for a maximum of 38 AMA PRA Category 1 Credit(s)[™]. Physicians should only claim credit commensurate with the extent of their participation in the activity.

**Mark Your
Calendar**

2014 Winter Institute • January 24-26, 2014 • Don Cesar • St. Pete Beach, Florida

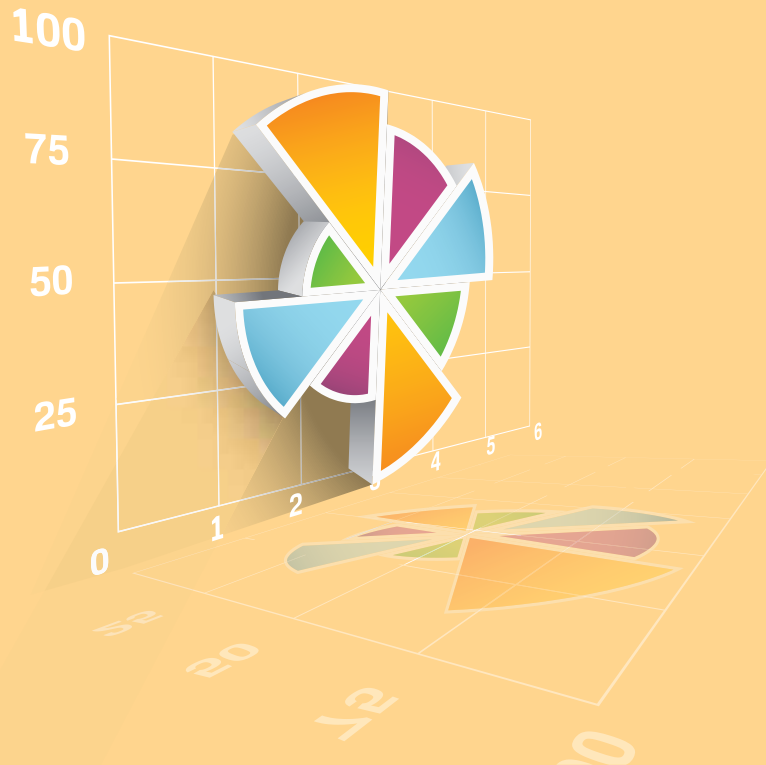
2014 Annual Meeting & Spring Institute • April 25-29, 2014 • Chicago Marriott Downtown • Chicago

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

Flex your financial worth

Be among the first to see the results of the 2013 Physician Executive Compensation Survey from ACPE and Cejka Executive Search. You'll find out:

- How physician leaders' compensation has changed over time.
- Which positions are the top earners.
- How advanced management degrees impact earnings.
- And much more!



Strengthen your CAREER

Do you know where your career is going?
Do you know how to get there?

To answer these critical career questions, schedule an hour with an ACPE career advisor while you're at the Fall Institute. A limited number of appointments are available, so call 813-636-2816 or e-mail rapple@acpe.org today.

Investment: \$250 ACPE members/\$450 non-members

Here's what your peers say about ACPE's career advisory services ...

"First of all, in an endless sea of opportunities engineered for me to spend money for services that are career oriented and ultimately disappointing, ACPE stands out and stands alone.

"Rebekah's help was invaluable—her advice simple, clear, actionable and common sense. I appreciate her warmth and encouragement, as well. Thanks to ACPE and Rebekah for helping me with my career transition."

— Halee Fischer-Wright, MD, MMM

Connect with executive recruiters

Learn what's happening in the job market and take advantage of the opportunity to speak frankly with one of the executive recruiters who will be on hand at the Fall Institute.

Learn.

Authentic Leadership Development

Friday-Saturday | November 8-9

12 CME Credits

\$800 ACPE members/\$1065 non-members

Blaine Bartlett

This course focuses on the skills necessary to lead with authenticity in any situation. Using specific skills, you will learn to avoid unintended consequences and create coordinated and targeted movement within your organization.

- Recognize and address your blind spots
- Learn from challenges and feedback you encounter daily
- Remain true to your values while adapting your leadership style to different scenarios
- Foster effective teamwork

Coaching & Mentoring Physicians to Higher Performance

Friday-Saturday | November 8-9

12 CME Credits • Degree & CPE prerequisite elective

\$800 ACPE members / \$1,065 non-members

Edward A. Walker, MD, MHA

Coaching is critical to remaining competitive in today's health care environment. Why is the ability to transfer skills effectively so important? Rapid change leads to obsolete knowledge and skills. Increased diversity and complexity among colleagues requires greater competence to work with individual differences.

- Learn what skills and competencies are required to coach and mentor physicians to higher performance
- Move through the art of influence and techniques of skilled questioning, motivation and behavioral change
- Take away your own coaching toolkit

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:

- 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

SAVE

A 30% non-refundable registration deposit is required.
Please note that early registration discounts do not apply to group registrations.

For more information, visit [acpe.org/Groups](https://www.acpe.org/Groups)



Strengthen Your Leadership Potential

Physician in Management Seminar

Being a good doctor doesn't always translate into being a good leader. Whether you work in a group practice or hospital, insurance company or any other health care setting, you need additional management and leadership skills to help your organization — and your career — thrive.

Friday-Tuesday • November 8-12

35 CME credits • *Degree & CPE prerequisite core/elective*

\$1,440 ACPE members / \$1,735 non-members

Save up to \$440 by attending the full seminar!

Take the full seminar or choose from the modules below:

Finance in Health Care Organizations

Friday • November 8

7 CME credits • \$320 ACPE members / \$460 non-members

Earn respect from administration and admiration from clinicians by understanding key financial concepts and basic economic principles.

Hugh Long, MBA, PhD, JD

Quality Improvement

Saturday • November 9

7 CME credits • \$320 ACPE members / \$460 non-members

Gain clarity about what you are trying to accomplish and what changes you can make that will result in improved quality of care in your organization.

David Nash, MD, MBA, FACPE

Valuable Communication Skills

Sunday morning • November 10

3.5 CME credits • \$160 ACPE members / \$230 non-members

Increase staff productivity and reduce unnecessary errors by improving your communication skills. Learn how to build the solid communication skills that are required to work together more productively.

Timothy Keogh, PhD

Marketing

Sunday afternoon • November 10

3.5 CME credits • \$160 ACPE members / \$230 non-members

Stay ahead of the competition. Determine your business advantage, identify target markets and learn how to effectively use target and relationship marketing.

Eric Berkowitz, PhD

Powerful Negotiation Skills

Monday • November 11

7 CME credits • \$320 ACPE members / \$460 non-members

Get further than you ever thought possible by learning these proven negotiation techniques.

Taya R. Cohen, PhD

Effective Physician Leadership

Tuesday • November 12

7 CME credits • \$320 ACPE members / \$460 non-members

Master the interpersonal skills needed to lead teams, coach others and manage conflict in today's challenging environment.

Dave Logan, PhD

The Science of High Reliability: Building Better Health Care

Friday-Saturday | November 8-9

14 CME credits • Degree prerequisite elective / CPE core

\$810 ACPE members / \$1,080 non-members

Craig Clapper, PE, CQM/OE • Jeff Norton, MSME

Errors, delays and waste are the result of inefficient and poorly designed work processes. Learn how to move your organization to a culture where patient safety is the core business by applying the study of human performance in complex systems. Employ best practices from highly reliable organizations to:

- Improve patient safety
- Deliver higher quality clinical care
- Decrease cost
- Eliminate waste and inefficiency
- Improve team performance at the bedside and in the C-suite



Fundamentals of Resilience Engineering

Sunday | November 10

7 CME Credits

\$465 ACPE members / \$665 non-members

Craig Clapper, PE, CMQ/OE

Resilience engineering represents a new way of thinking about patient safety. Learn how to utilize both high reliability and resiliency techniques to proactively anticipate risk before failures and harm occur.

Fundamentals of resilience engineering, including non-technical skills as part of patient safety culture, can prevent 80% of serious, preventable harm every two years.

- Improve patient safety
- Use resources to anticipate risk
- Apply non-technical skill as a collegial interactive team

Join and Save

Join ACPE when you register online and save even more!

Become an ACPE member when you register for your course — we'll give you the member rate and waive your application processing fee.

For more information, visit [acpe.org/Fall](https://www.acpe.org/Fall)

SAVE

Managing Physician Performance

Sunday – Tuesday | November 10 – 12

24 CME credits • Degree & CPE prerequisite core

\$1,450 ACPE members / \$1,745 non-members

Jennifer R. Grebenschikoff • Timothy Keogh, PhD • William Martin, PsyD, MPH, CHES

Get the definitive roadmap to managing medical professionals, from recruiting and hiring to everyday supervision. Finding and attracting the best candidates for positions in your organization, evaluating physicians' performance and motivating your staff are just a few of the topics covered. Other topics include:

- Questions you can — and can't — ask during a job interview
- Defining job expectations from day one
- Feedback — it's better to give and receive

Three Faces of Quality

Sunday – Tuesday | November 10 – 12

24 CME Credits • Degree & CPE prerequisite core

\$1,450 ACPE members / \$1,745 non-members

Ed Walker, MD, MHA • Harry Leider, MD, MBA, FACPE

With the emerging health care reform, if you don't achieve the clinical outcome, you will get paid less or possibly not get paid at all. Learn foundational techniques for managing and measuring quality outcomes through real-world concepts that will transform your health care organization.

- Discover how to implement today's most innovative quality systems for the best patient and business outcomes
- Identify sources and remedies for medical error
- Get the most out of a chronic-care management program
- Examine the latest clinical guidelines and emerging trends



American College of Physician Executives • *The Home for Physician Leaders*

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.



“ A CMO must possess many tools. To ensure my role as a successful physician executive, I have learned that additional training is no longer an option — it’s a prerequisite. ”

Robert Bratton, MD, CPE, FAAFP
Chief Medical Officer • Lexington Clinic
Lexington, Kentucky



connect.



3

Ways to Register



Phone
800-562-8088
813-287-2000



Mail or Fax
Download a printable registration form at acpe.org/Fall and mail or Fax to 813-287-8993.



Internet
acpe.org/Fall

Payment is due by October 11, 2013.

Cancellation Policy — For a full refund less a \$100 processing fee, cancel by **October 11, 2013**. All refunds are issued back to original payment type. The \$100 processing fee can be credited toward another ACPE course (live or online) if purchased before Nov. 12, 2014. Attendee substitutions are allowed with no fee. **No refund or credit toward a future purchase for cancellations after October 11, 2013, or no-shows.**



enjoy.

ACPE's 2012 Fall Institute shouldn't be all work and no play. In addition to receiving world-class education, why not take an opportunity to unwind from your hectic schedule? Play a round of golf. Indulge in a spa treatment. Or spend an afternoon taking in the sights of Scottsdale. Then awake the next morning, refreshed and ready to make a difference.

Scottsdale

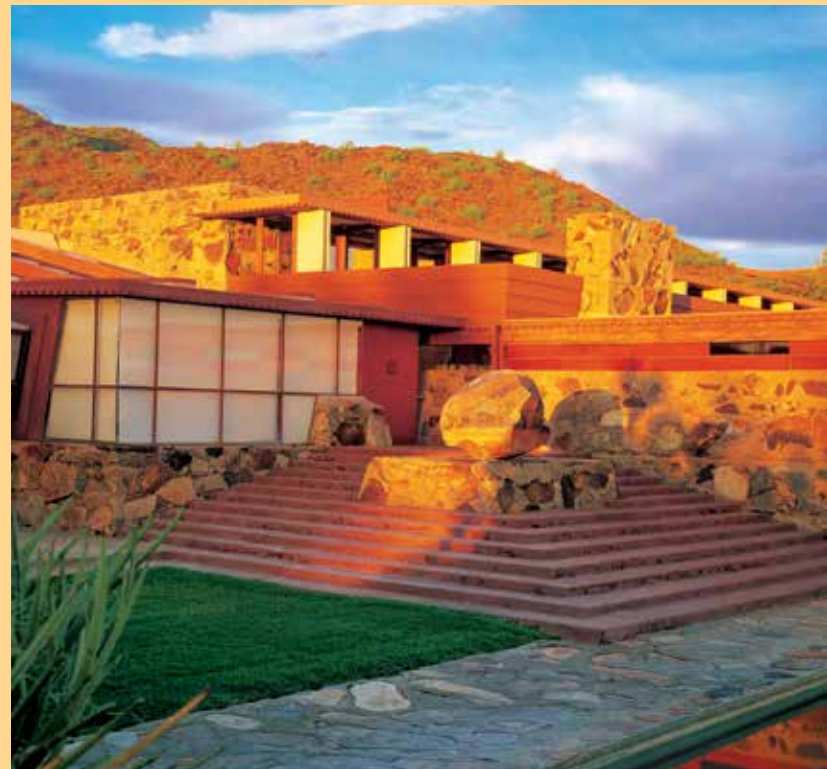
In the heart of the Sonoran Desert, Scottsdale has the energy of a sophisticated city on the move, the charm and hospitality of days gone by and a breathtaking landscape that will inspire you to vacation-induced bliss.

By day, the sunny skies and lush desert setting create an ideal backdrop for outdoor adventures, award-winning golf, relaxing spa treatments and upscale shopping. After dark, acclaimed chefs, art galleries and dozens of nightspots and performing arts venues await.

The Hyatt Regency Scottsdale Resort & Spa at Gainey Ranch

Set amidst flowering cacti and framed against the majestic McDowell Mountains, the remarkable 27-acre Hyatt Regency Scottsdale Resort & Spa at Gainey Ranch provides breathtaking vistas blended with intriguing Native American culture. When you're not in class, enjoy the remarkable amenities including championship golf with three distinct nine-hole golf courses, the world-class Spa Avania, tennis and a 2.5 acre water playground. Nearby you can take advantage of hot air balloon flights, hiking, biking, jeep tours, museums and stellar shopping.

A limited number of rooms have been reserved for Fall Institute attendees at a special discounted rate of \$219 per night, plus tax and \$10 resort fee. This rate is available until October 6 or until the block of rooms sells out, whichever comes first. For reservations, call 888-421-1442 and mention ACPE Fall Institute to secure the group rate.





Strengthen your core.

Register TODAY for ACPE's Fall Institute

November 8-12, 2013

Scottsdale, Arizona

acpe.org/Fall



American College of Physician Executives

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ACPE Fall Institute **Partners:**

