

2018 Women in Healthcare Forum

**Aspiring to Action: Influence,
Innovate, Advocate**

SEPTEMBER 21, 2018

Cleveland Clinic

Administrative Campus

3050 Science Park Drive, Building #4
Beachwood, OH 44122

Cleveland Clinic Florida

Jagelman Conference Center

2950 Cleveland Clinic Boulevard
Weston, FL 33331

FEATURING PLENARY TALKS BY:



Julie K. Silver, MD

Associate Professor
Associate Chair
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Sasha K. Shillcutt, MD, MS

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Register Today! www.ccfcmc.org/wpsaforum

**GET CONNECTED.
BE INSPIRED.**

General Information

Location

Cleveland Clinic Administrative Campus
3175 Science Park Drive
Building #4 - Auditorium
Beachwood, OH 44122

Cleveland Clinic Florida
Jagelman Conference Center
2950 Cleveland Clinic Boulevard
Weston, FL 33331

Parking

Free parking is available in the parking lot outside the building.

Recommended Area Hotels

Attendees are responsible for making their own hotel reservations. Be sure to ask for the Cleveland Clinic meeting group rate.

Cleveland Recommended Hotels

Home2 Suites by Hilton

3589 Park East Drive
Beachwood, OH 44122
216.755.7310
\$115 plus tax
Complimentary breakfast and shuttle to meeting

Hotel INDIGO

3581 Park East Drive
Beachwood, OH 44122
216.454.8000
\$115 plus tax
Complimentary breakfast and shuttle to meeting

Florida Recommended Hotels

Marriott Courtyard

2000 North Commerce Parkway
Weston, FL 3326
954.343.2225
Reservations: 888.236.2427

Bonaventure Resort & Spa

250 Racquet Club Road
Weston, FL 33326
954.389.3300
Reservations: 800.327.8090

Information

For further information about this activity, contact the Cleveland Clinic Center for Continuing Education.

Website: www.ccfcmc.org/wpsaforum

Local: 216.444.9990

Accreditation

The Cleveland Clinic Foundation Center for Continuing Education is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

The Cleveland Clinic Foundation Center for Continuing Education designates this live activity for a maximum of 8.25 *AMA PRA Category 1 Credits™*. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Participants claiming CME credit from this activity may submit the credit hours to the American Osteopathic Association for Category 2 credit.

Other Health Care Professionals

A certificate of attendance will be provided to other health care professionals for requesting credits in accordance with state nursing boards, specialty societies, or other professional associations.

Faculty Disclosure

The Cleveland Clinic Foundation Center for Continuing Education has implemented a policy to comply with the current Accreditation Council for Continuing Medical Education Standards for Commercial Support requiring resolution of all faculty conflicts of interest. Faculty declaring a relevant commercial interest will be identified in the activity syllabus.

Americans with Disabilities Act

The Cleveland Clinic Foundation Center for Continuing Education fully intends to comply with the legal requirements of the Americans with Disabilities Act. If you need assistance, please notify us at least two weeks prior to the activity.

2018 Women in Healthcare Forum

Cleveland Clinic's Women's Professional Staff Association (WSPA) in Ohio and Florida is pleased to present this biennial day-long Forum developed to explore the unique challenges and opportunities for women healthcare providers. Take advantage of the opportunity to learn from shared experts broadcast between two locations – Beachwood, OH and Weston, FL.

Our theme this year is Aspiring to Action: Influence, Innovate, Advocate and our goal is to provide attendees with an overview of the importance of advocacy and innovative thinking in moving ideas forward – be they ideas for personal growth, ideas to improve the patient experience, ideas to advance medicine, research and technology or ideas that impact communities.

The Forum will provide you with the opportunity to interact with your peers and explore competencies through a variety of formats: plenary sessions, short talks, and experiential breakout sessions.

Improve Your Knowledge To:

- Acquire skills to optimize your influence and strategies to motivate yourself, patients, colleagues and others
- Identify and reflect on opportunities to maximize your personal and professional function
- Review and align personal and professional values and goals to increase overall effectiveness, productivity and well-being

Who Should Attend?

Women physicians, medical school faculty, trainees, nurses, PAs, NPs, other providers, psychologists, researchers, scientists, counselors and social workers, administrators and managers in healthcare, academics, and other professionals who are interested.

Register Online at www.ccfcmef.org/wpsaforum

Fee includes: Continental breakfast, refreshment breaks, lunch, workshops, and faculty PowerPoint presentations in PDF format available online.

	Fee before 7.20.18	Fee after 7.20.18	Fee after 9.1.18
Physician	\$225	\$275	\$325
Psychologists, Researchers, and Scientist	\$225	\$275	\$325
Healthcare Administrators	\$225	\$275	\$325
Corporate	\$225	\$275	\$325
Physician Assistants and Nurse Practitioners	\$175	\$225	\$275
Nurses, Allied Health, Pharmacists, and Other Health Care Professional	\$175	\$225	\$275
Residents, Fellows, Trainees, Graduate Students, and Medical Students	\$100	\$150	\$200

Visit www.ccfcmef.org/wpsaforum for complete registration information.

Registration and Cancellation

Preregistrations are accepted until 2:00 pm ET September 20, 2018. Register on site after this date.

In case of cancellation, email notification is required to process your refund. A full refund will be issued if canceled by August 24, 2018. After August 24, 2018, a \$100 cancellation fee will be deducted from your refund. No refunds will be issued after September 20, 2018.

For questions about registration or cancellation, email us at cmeregistration@ccf.org or call 216.448.8710.

Cleveland Clinic Center for Continuing Education reserves the right to cancel or postpone an activity at our sole discretion. In the unlikely event that this occurs, any registration fee(s) paid will be refunded. Be advised that Cleveland Clinic is not responsible for related costs including airline tickets, hotel costs, or any similar fee penalties incurred as a result of any meeting cancellations or changes.

Activity Co-Directors

Mary R. Rensel, MD

Staff, Mellen Center
Cleveland Clinic

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Cleveland Clinic Florida

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Neurological Institute

Kelly Emerton, PhD

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Darlene Floden, PhD

Staff, Center for Neurological Restoration
Neurological Institute

Guest Faculty

Monica Heuckel

Senior Director, Government Relations
Ohio State Medical Association

Maria Rivas, MD, FACP, FACE

Senior Vice President, Global Medical Affairs
Merck

Julie K. Silver, MD

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Neurological Institute

Edwin (Elliot) Wortham

Program Director
Digestive Disease & Surgery Institute

Agenda

FRIDAY, SEPTEMBER 21, 2018



Live Broadcast from Ohio

Live Broadcast from Florida

7:00 am **Registration, Continental Breakfast and Exhibits**

7:30 am **Welcome and Learning Agenda**
Abby L. Spencer with Claudia Mason and Mary R. Rensel

7:40 am  **Morning Plenary**
Resilience: Falling Down and Launching Forward
Sasha K. Shillcutt, MD, MS

8:30 am  **Short Talk**
Lessons in Influence
Kendalle Cobb, MD

8:45 am  *Power up your Influence and Communicate to Get Results*
Mary Ann Singer, PCC

9:30 am  **Short Talk**
Journey from Concept to Reality
Silvia Perez-Protto, MD, MS

10:00 am **BREAKOUT SESSIONS (1 hour)**

A  *Career Road Map: Identify your Values and Develop a Career Vision*
Amy Sullivan, PsyD, ABPP with Michelle Drerup, PsyD

B  *Negotiating with Confidence*
Mary Ann Singer, PCC

C  *Finally Brave Enough: My Journey to Success (Conversation w Q&A)*
Sasha Shillcutt, MD, MS

11:15 am  **Panel Discussion**
Women in Medical Innovation
Moderator: Mary Kander
Panelist: Jill Byrne, MSN, RN, CNOR
Kelly Emerton, PhD
Darlene Floden, PhD

12:00 pm **Lunch**

12:30 pm  **Mid-Day Plenary**
Six Steps to Leading High Impact Strategic Initiatives in Healthcare
Julie K. Silver, MD

1:30 pm **BREAKOUT SESSIONS (1 hour)**

A  *Using Social Media to Influence, Innovate and Advocate*
Diane M. Radford, MD, FACS

B  *Social Capital in Making your Bold Idea a Reality*
Cynthia S. Kubu, PhD

C  *Innovating in Large Organizations*
Kanwal Ali, McKinley Kelcy, William H. Morris, MD, FACP and Elliot Wortham

2:45 pm  **Short Talk**
Pig Tales, Patients and Becoming a Better Physician
Krista R. Dobbie, MD

3:00 pm  **Short Talk**
How I became an Advocate
Purva Grover, MD, FACEP

3:15 pm  **Panel Discussion**
Special Training not Required: Shifting into Advocacy
Moderator: Monica Heuckel
Panelists: Purva Grover, MD
Meredith Lahl-Fox, MSN, MBA
Kate Watt

4:00 pm  **Closing Plenary**
Defining Success on your Own Terms
Maria Rivas, MD, FACP, FACE

4:30 pm  **Action Items and Closing Thoughts**
Abby L. Spencer with Claudia Mason and Mary R. Rensel

*A five-minute question and answer period is included in each speaker's allotted time

Breakout Session track recommendations

A Early Influencer

B Advanced Influencer

C Innovation Curious

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