



# 2022 PHYSICIAN & HOSPITAL LEADERSHIP EDUCATION

Get 2022 on-track with leadership education from the experts

**CME CREDIT**  
provided for  
all programs

**REGISTRATION**  
now open!

**GROUP**  
pricing available



## JOIN US

in beautiful La Jolla, CA!

**HILTON  
LA JOLLA  
TORREY PINES**

January 20-22, 2022

# HOSPITAL ORGANIZATIONS NEED CONFIDENT, KNOWLEDGEABLE LEADERS WHO CAN ENSURE QUALITY, MINIMIZE RISK AND INCREASE SUSTAINABILITY.

This one-stop education destination provides an idyllic setting for the exciting exchanges of ideas, strategies, and practical advice physician and hospital leaders need to succeed.

Programs are led by experienced physicians with insights on today's most pressing issues. Participants will:

IMPROVE AND LEARN  
CRITICAL LEADERSHIP SKILLS

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GAIN NECESSARY  
UP-TO-DATE INFORMATION

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INCREASE CONFIDENCE  
FOR ADDRESSING  
COMPLEX ISSUES





Relax in resort-style accommodations

Enjoy world-class recreational activities

Rejuvenate with peers

# BRING THE TEAM!

Greeley offers a range of focused seminars serving the needs of diverse teams. Groups enjoy special benefits including team meetings with Greeley experts.

# PROGRAMS at a GLANCE

Select from program options that best meet busy schedules and unique educational requirements.

## PRE-CONFERENCE

### WEDNESDAY, JANUARY 19

Diagnosing and Treating  
the Clinician Burnout  
Epidemic

## MAIN CONFERENCE

### THURSDAY - SATURDAY, JANUARY 20-22

Choose from one of these  
popular 3-day seminar tracks

- Medical Executive Committee Institute
- The Credentialing Solution
- Peer Review Boot Camp
- The Medical Director Leadership Institute

## POST-CONFERENCE

### SATURDAY PM - SUNDAY AM, JANUARY 22-23

- Innovation Leadership
- CMO/VPMA Retreat



## GROUPS WELCOME

Special pricing available

## REGISTER NOW

Secure a spot for a  
free consultation with Greeley  
faculty members and  
your group

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# PROGRAM OVERVIEWS

## PRE-CONFERENCE: WEDNESDAY, JANUARY 19



### **Diagnosing and Treating the Clinician Burnout Epidemic** *From Possibility to Reality: Moving the Needle on Physician Burnout*

Burnout increasingly impacts clinicians, patients and organizations. The pandemic gets a lot of attention, but there's more to the story about burnout's deeper causes. Understanding how the "dis-integration of healthcare," "moral injury," brain chemistry, and the science of happiness impact burnout is key to identifying, treating and preventing its harmful effects.

### 6.0 CME credits

#### **Who Should Attend**

- Senior Executives (including CMO, VPMA, and CEO)
- Medical Staff Officers
- Employed Physician Group Leaders
- HR Directors
- Physician Wellness Officers and Committee Members
- Medical Staff Department Chairs
- Medical Staff Professionals
- Board Members

#### **What You'll Learn**

This session uncovers the root causes of burnout and offers 17 specific measures for overcoming issues such as Electronic Health Record fatigue, emotional exhaustion and depersonalization. Guidelines for early detection and intervention for physicians in need are also included.



This was the most engaging lecture or seminar I've attended over the past few years. I didn't want to leave the room for any reason. Nobody has the answer to physician burnout, but Greeley takes a worthwhile shot at it."

#### **Agenda**

Scan the QR code for Agenda Details.



## MAIN CONFERENCE: THURSDAY-SATURDAY, JANUARY 20-22

### **Medical Executive Committee Institute** *Essential Training for All Physician Leaders*

As healthcare pressures to improve quality and reduce cost continue to rise, healthcare organizations increasingly rely on their physician leaders to drive the change that is needed. Current leaders must keep apprised of new issues while physicians new to the role must develop skills essential to fostering transformation.

### 11.75 CME credits

#### *Who Should Attend*

- Medical Staff Officers
- Department Chairs
- Service Line and Section Chiefs
- Medical Directors
- Other Healthcare Leaders

#### *What You'll Learn*

This session focuses on critical factors Medical Executive Committee members need to understand for effectively executing their leadership duties including key performance drivers, and how to assess and improve quality and reduce costs. An overview of the Greeley Pyramid approach, credentialing and peer review strategies, and healthcare law are additional focus areas.



The very best medical leadership conference I've ever attended. I feel much more prepared to lead my Docs through the challenges and changes that are rapidly approaching."

*M.D. and Chief of Staff, 13-hospital system*

#### *Agenda*

Scan the QR code for Agenda details.



# PROGRAM OVERVIEWS

## MAIN CONFERENCE: THURSDAY-SATURDAY, JANUARY 20-22



### The Credentialing Solution

*Everything Medical Staff Leaders and Medical Services Professionals Need to Know*

Sound credentialing and privileging is vital to every organization. Challenges like negligent credentialing, matching competency to privileges, new technology battles, low/no volume practitioners and aging physicians can undermine policies and practices. A credentialing and privileging program that protects patients, is fair to physicians and clinicians, and complies with accreditation and regulatory requirements is possible with the right skills and knowledge.

### 11.75 CME credits

#### Who Should Attend

- Medical Staff Leaders
- Credentialing Committee Members
- Medical Directors
- APP Leaders
- Board Members
- Medical Services Professionals
- CMO/VPMA
- Healthcare Attorneys
- Quality Professionals

#### What You'll Learn

This session offers practical approaches to Focused Professional Practice Evaluation including competency-based guidelines, high-risk credentialing management and how to design a credentialing and privileging program that addresses complex situations. Take-away tools include a professional reference questionnaire, an expanded scope/train-up policy for APPs and a low/no-volume policy.



Excellent learning opportunity – not just myself but my medical staff leadership. Attending together gave us the opportunity to hear best practice and gauge 'together' how our process compares."

*Anonymous Medical Staff Services Director"*

#### Agenda

Scan the QR code for Agenda details.





## **Peer Review Boot Camp** *Performance Improvement-Driven Peer Review*

While often viewed as punitive, peer review can actually be a positive force for practitioner improvement. Practical, in-depth knowledge, tools and best practices for fair and efficient case review and Ongoing Professional Practice Evaluation and Focused Professional Practice Evaluation methods can add value by utilizing data-based, competency indicators for a more equitable, collegial culture and process.

### 11.75 CME credits

#### ***Who Should Attend***

- Peer Review Committee Chair
- Peer Review Committee Member
- Medical Staff Officers
- Department Chairs
- Service Line Medical Director
- Service Line Manager/Co-Manager
- CMO, VPMA and other Physician Executives
- Group Practice Medical Directors
- Quality Staff

#### ***What You'll Learn***

This session provides an overview of peer review duties along with the tools needed to perform objective and efficient case review utilizing data-driven standards. Indicators to measure six core competencies and steps to developing an effective action plan are included.



So many takeaways and to do's. I felt like I could not look away for a minute and the hours flew by. One of the best educational offerings that I've ever attended."

*RN, CPHQ, 8-hospital private health system*

#### ***Agenda***

Scan the QR code for Agenda details.



# PROGRAM OVERVIEWS

## MAIN CONFERENCE: THURSDAY-SATURDAY, JANUARY 20-22



### **The Medical Director Leadership Institute**

*Tools to Succeed and Deliver the Value Your Health System Requires*

Hospitals, healthcare systems, and physician group practices face mounting pressures to improve quality, reduce costs and enhance value. Increasingly they look to paid medical directors to help achieve these goals. Understanding the fundamentals of the medical director role, the business of healthcare, and the practical skills and knowledge needed to lead high-functioning teams ensures value based outcomes.

### **11.75 CME credits**

#### ***Who Should Attend***

- Medical Directors
- Clinical Department Chairs and Chiefs
- ACO/CIN Leaders
- CMOS/VPMA's
- Service Line Leaders
- Employed Physician Group Leaders
- Clinical Transformation Leaders
- Physicians

#### ***What You'll Learn***

This program provides strategies to link performance and accountability with system goals along with an approach for developing ROI for physician leaders. Keys to utilizing financial statements, back period and net present value are included.

#### ***Agenda***

Scan the QR code for Agenda details.



## POST CONFERENCE: SATURDAY PM - SUNDAY AM, JANUARY 22-23

### **Innovation Leadership** *Inspire Change and Create Value*

Innovation leadership is a crucial skill set in a rapidly changing world. Drawing on perspectives from other fields and applying twelve tools that unlock creativity can achieve breakthrough performance for success in the challenging times ahead in healthcare.

### 7.5 CME credits

#### ***Who Should Attend***

- Senior Executives (including CEO, CMO/VPMA, COO,CNO and Chief Strategy Officer)
- Medical Directors
- Service Line Leaders and Dyad Managers
- Medical Staff Officers
- Employed Physician Group Leaders
- Medical Staff Department Chairs
- Medical Staff Professionals

#### ***What You'll Learn***

This program will provide a framework and tools to foster the vision necessary to lead and inspire innovation through a force multiplier culture. Participants will learn how to manage the "vital few" to engender trust and drive value-based results.

#### ***Agenda***

Scan the QR code for Agenda details.



# PROGRAM OVERVIEWS

## POST CONFERENCE: SATURDAY PM - SUNDAY AM, JANUARY 22-23

### **CMO/VPMA Retreat**

#### *How To Succeed In the Toughest Job In Healthcare*

Advanced leadership techniques are necessary to effectively resolve challenges associated with having one foot in the hospital/ambulatory executive world and one foot in the clinical world. Obtaining a realistic perspective on the role of CMO/VPMA and participating in peer-to-peer networking and coaching provide a solid foundation for tackling a complex management position.

### **11.75 CME credits**

#### ***Who Should Attend***

CMO's/VPMA

**Attendance will be limited to facilitate peer-to-peer learning from your fellow CMOs/VPMA's and to ensure that the individual issues most important to participants are addressed.**

#### ***What You'll Learn***

This session will explore CMO areas of influence and the skills required to successfully navigate the C-suite. Tools to maximize leadership positions in decision-making, physician performance and conflict management, as well as building effective relationships with the hospital, will also be addressed.

#### ***Agenda***

Scan the QR code for Agenda details.





# PRICING

## PRE-CONFERENCE WEDNESDAY, JANUARY 19

Diagnosing and Treating the  
Clinician Burnout Epidemic

**\$895 per attendee**

## MAIN CONFERENCE THURSDAY - SATURDAY, JANUARY 20-22

Choose from one of these popular 3-day  
seminar tracks

- Medical Executive Committee Institute
- The Credentialing Solution
- Peer Review Boot Camp
- The Medical Director Leadership Institute

**\$1,845 per attendee**

Group pricing is available.

## POST-CONFERENCE SATURDAY PM - SUNDAY AM, JANUARY 22-23

- Innovation Leadership
- CMO/VPMA Retreat

**\$1,195 per attendee**

# REGISTER NOW!

Email [info@greeley.com](mailto:info@greeley.com)  
or call 800-807-9819

## HOTEL INFORMATION

Hilton La Jolla Torrey Pines

10950 N Torrey Pines Rd

La Jolla, CA 92037

RESERVATIONS: (858) 558-1500

DISCOUNTED ROOM RATE: \$279 per night

Reservations must be made by January 3, 2022 to qualify for the discounted room rate. Rooms are available on a first-come, first-served basis and sell out quickly.

**HOTEL RESERVATION CUTOFF DATE:**

**January 3, 2022**

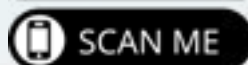
Book early, this hotel will sell out!

**BOOK NOW!**



## IMPORTANT SAFETY INFORMATION

The health and safety of conference participants remains Greeley's top priority. As CDC and local recommendations remain fluid, please visit our website for the most current information on safety guidelines and attendance requirements.



# MEET the SPEAKERS



**Thomas Anthony, JD**  
Mr. Anthony is a senior consultant with The Greeley Company and a partner and chair of the healthcare practice group in the law firm of Frost Brown Todd, LLC, in Cincinnati.



**Joseph D. Cooper, MD**  
Dr. Cooper is a senior consultant with The Greeley Company and a practicing board-certified ophthalmologist, based in Ohio.



**Mary Hoppa, MD, MBA**  
Dr. Mary Hoppa is a Vice President of Bylaws and Governance with The Greeley Company, focusing on medical staff operations, bylaws, peer review, and accreditation.



**Sally J. Pelletier, CPMSM, CPCS**  
Sally Pelletier, CPMSM, CPCS, is Chief Credentialing Officer with The Greeley Company. She brings over two decades of credentialing and privileging experience.



**Laura Rife, MD, MBA**  
Laura Rife, MD, MBA is a consultant with The Greeley Company and is board certified by the American Board of Family Practice.



**Rick A. Sheff, MD**  
Dr. Sheff is a senior consultant with The Greeley Company. He brings more than 30 years of healthcare management and leadership experience.



**Mark Wenneker, MD**  
Dr. Wenneker is a Principal with The Chartis Group and leader of the Chartis Behavioral Health Service Line segment and supports physician alignment engagements through his leadership in the Chartis Physician Leadership Institute.



**Raúl Zambrano, MS, MD, FAAFP**  
Dr. Zambrano is a senior consultant with The Greeley Company. He brings years of healthcare leadership experience to his work with physicians, hospitals and healthcare systems nationwide.