

How to Succeed in the Toughest Job in Healthcare

Faculty



RICK A. SHEFF, MD

Dr. Sheff is CMO with The Greeley Company. He brings more than 25 years of healthcare management and leadership experience to his work with physicians, hospitals, and healthcare organizations nationwide.



RAÚL ZAMBRANO, MS, MD, FAAFP

Dr. Zambrano is a Senior Medical Director for Oak Street Health in, IN, and a senior consultant with The Greeley Company.

Agenda - *subject to change*

Day 1

10 - 10:05 AM	Welcome and Introduction
10:05 - 10:30 AM	Education Session The Unique Challenges of the CMO/VPMA Role - Case Study #1: The CMO Role and Physician Employment
10:30 - 11:40 AM	Break
11:40 AM - 12:50 PM	Education Session The Unique Challenges of the CMO/VPMA Role (continued) - Case Study #2: Clinical Integration as a Moving Target
12:50 - 1 PM	Answering Questions from Participants

Day 2

10 - 10:05 AM	Welcome Back and Follow-Up from Day One
10:05 - 11:20 AM	Education Session The Unique Challenges of the CMO/VPMA Role (continued from day one) - Case Study #3: Rebuilding Trust Once It's Broken
11:20 - 11:35 AM	Break
11:35 AM - 12:45 PM	Education Session The Unique Challenges of the CMO/VPMA Role (continued) - Challenges and Opportunities In the Career Path for CMOs/VPMA: What Will Be Your Action Plan for Enhancing Your Effectiveness As a CMO/VPMA When You Get Home?
12:45 - 1 PM	Answering Questions from Participants and Wrap-Up