

Welcome to

# Fall

INSTITUTE 2017

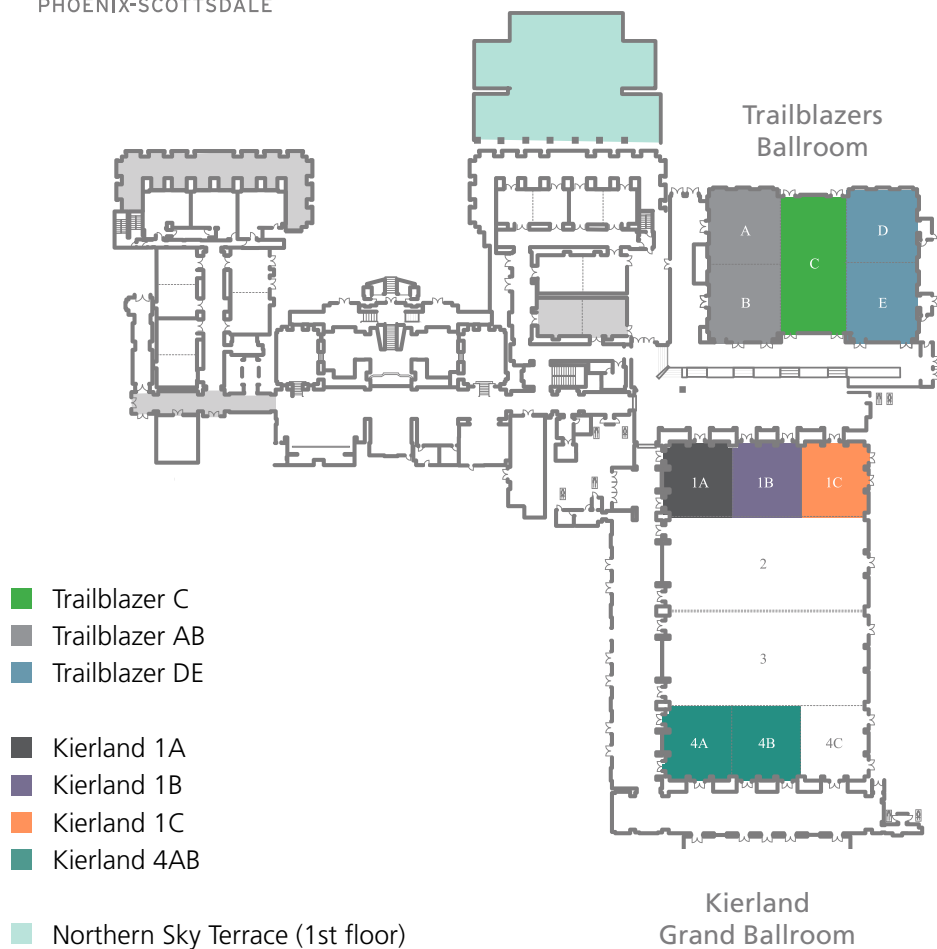
Scottsdale, Arizona



American Association for  
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Inspiring Change. **Together.**

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**WELCOME TO FALL INSTITUTE 2017**

We're glad to have you with us, right here and right now, at a time when the industry call for strong physician leadership has never been louder or clearer. The future of health care is ambiguous and complex, and many factors — from government to the free market — will affect its direction. But what has been true since humanity's earliest days remains so today: The best way to deal with uncertainty is through education.

Our Fall Institute is an opportunity to learn about the industry, about leadership and about yourself. The formal, essential knowledge being shared here during the next several days will help you become a stronger professional, allowing you to meet the emergent need for decisive and thoughtful physician leadership. Yet not all of the learning will take place in the classroom. This event also will allow you to interact and engage with others like you — to share experiences, to find common ground and to make lasting connections.

**THE BEST WAY**  
 TO DEAL WITH UNCERTAINTY  
 IS THROUGH EDUCATION.

This learning opportunity not only will help you better understand and manage health care's ongoing transition but also encourage you to help lead it for the betterment of society itself. The time is right for positive change to happen, and we hope you will make the most of your time with us.

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	Kierland 4AB	Kierland 1A	Trailblazer AB	Kierland 1B
8am - 9:45am	<b>Physician in Management</b> <b>LEADERSHIP</b> Dave Logan, PhD	<b>Science of High Reliability</b> Craig Clapper, PE, CMQ/DE	<b>Leading and Managing Strategic Change</b> William "Marty" Martin, MA,MS,MPH, PsyD, CHES	<b>Crucial Conversations</b> Dave Angel
9:45am - 10am	COFFEE BREAK			
10am - 11:30am	<b>Physician in Management</b> <b>LEADERSHIP</b> Dave Logan, PhD	<b>Science of High Reliability</b> Craig Clapper, PE, CMQ/DE	<b>Leading and Managing Strategic Change</b> William "Marty" Martin, MA,MS,MPH, PsyD, CHES	<b>Crucial Conversations</b> Dave Angel
11:30am - 1pm	LUNCH BREAK — Lunch is provided			
11:45am - 12:45pm	<b>PARTNER INFORMATION SESSIONS</b> Presented by Kaufman Hall, Kierland 2 • Presented by MaxWorth, Kierland 3			
1pm - 2:45pm	<b>Physician in Management</b> <b>LEADERSHIP</b> Dave Logan, PhD	<b>Science of High Reliability</b> Craig Clapper, PE, CMQ/DE	<b>Leading and Managing Strategic Change</b> William "Marty" Martin, MA,MS,MPH, PsyD, CHES	<b>Crucial Conversations</b> Dave Angel
2:45pm - 3pm	COFFEE BREAK			
3pm - 4:30pm	<b>Physician in Management</b> <b>LEADERSHIP</b> Dave Logan, PhD	<b>Science of High Reliability</b> Craig Clapper, PE, CMQ/DE	<b>Leading and Managing Strategic Change</b> William "Marty" Martin, MA,MS,MPH, PsyD, CHES	<b>Crucial Conversations</b> Dave Angel
5pm - 6:30pm	WELCOME RECEPTION — Northern Sky Terrace			
Evening Hours	DINNER GROUPS — Sign up for LCxn SMS to receive up to date information and to reserve your seat.			



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	Kierland 4AB	Kierland 1A	Trailblazer AB	Kierland 1C	Kierland 1B	Trailblazer C
6am	YOGA — Join us at Agave, the hotel's spa, to start your day with an early-morning yoga class.					
8am - 9:45am	<b>Physician in Management</b> <b>QUALITY</b> David Nash, MD	<b>Science of High Reliability</b> Jeff Norton, BSME, MSME	<b>Leading and Managing Strategic Change</b> William "Marty" Martin, MA,MS,MPH, PsYD, CHES		<b>Crucial Conversations</b> Dave Angel	<b>Integrated Health Systems</b> <b>CLINICAL INTEGRATION</b> Richard Lauve, MD, MBA, CPE, FACPE
9:45am - 10am	COFFEE BREAK					
10am - 11:30am	<b>Physician in Management</b> <b>QUALITY</b> David Nash, MD	<b>Science of High Reliability</b> Jeff Norton, BSME, MSME	<b>Leading and Managing Strategic Change</b> William "Marty" Martin, MA,MS,MPH, PsYD, CHES		<b>Crucial Conversations</b> Dave Angel	<b>Integrated Health Systems</b> <b>CLINICAL INTEGRATION</b> Richard Lauve, MD, MBA, CPE, FACPE
11:30am - 1pm	LUNCH BREAK — Lunch is provided					
11:45am - 12:45pm	PARTNER INFORMATION SESSION — Engaging the Eighty, Presented by MediTech, Kierland 3					
1pm - 2:45pm	<b>Physician in Management</b> <b>QUALITY</b> David Nash, MD	<b>Science of High Reliability</b> Jeff Norton, BSME, MSME	<b>Leading and Managing Strategic Change</b> William "Marty" Martin, MA,MS,MPH, PsYD, CHES	<b>Advanced Medical Staff Leadership</b> Jonathan Burroughs, MD, MBA, CPE, FAAPL, FACHE	<b>Crucial Conversations</b> Dave Angel	<b>Integrated Health Systems</b> <b>CLINICAL INTEGRATION</b> Richard Lauve, MD, MBA, CPE, FACPE
2:45pm - 3pm	COFFEE BREAK					
3pm - 4:30pm	<b>Physician in Management</b> <b>QUALITY</b> David Nash, MD	<b>Science of High Reliability</b> Jeff Norton, BSME, MSME	<b>Leading and Managing Strategic Change</b> William "Marty" Martin, MA,MS,MPH, PsYD, CHES	<b>Advanced Medical Staff Leadership</b> Jonathan Burroughs, MD, MBA, CPE, FAAPL, FACHE	<b>Crucial Conversations</b> Dave Angel	<b>Integrated Health Systems</b> <b>CLINICAL INTEGRATION</b> Richard Lauve, MD, MBA, CPE, FACPE
Evening Hours	DINNER GROUPS — Sign up for LCxn SMS to receive up-to-date information and to reserve your seat.					



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### MEDITECH

Saturday Luncheon with  
**Dr. William Gustin**  
 Medical Consultant, Meditech

### Engaging the Eighty: How to Energize Dormant Doctors.

Learn about five simple tools and a new leadership perspective when dealing with those who have long stopped participating at your hospital. You can use these tools today to begin the relational, grass-roots growth many of our organizations so desperately need in today's health care environment.

	Kierland 4AB	Kierland 1B	Trailblazer C	Kierland 1C	Trailblazer DE	Trailblazer AB
8am - 9:45am	<b>Physician in Management</b> <b>MARKETING</b> Eric Berkowitz, PhD	<b>Authentic Leadership</b> Blaine Bartlett	<b>Integrated Health Systems:</b> <b>LEGAL DECISION MAKING</b> James Daniel Michael Newby	<b>Advanced Medical Staff Leadership</b> Jonathan Burroughs, MD, MBA, CPE, FAAPL, FACHE	<b>Managing Physician Performance</b> William "Marty" Martin MA, MS, MPH, PsyD, CHES	<b>Three Faces of Quality</b> Ed Walker, MD, MHA
9:45am - 10am	COFFEE BREAK					
10am - 11:30am	<b>Physician in Management</b> <b>MARKETING</b> Eric Berkowitz, PhD	<b>Authentic Leadership</b> Blaine Bartlett	<b>Integrated Health Systems:</b> <b>LEGAL DECISION MAKING</b> James Daniel Michael Newby	<b>Advanced Medical Staff Leadership</b> Jonathan Burroughs, MD, MBA, CPE, FAAPL, FACHE	<b>Managing Physician Performance</b> William "Marty" Martin MA, MS, MPH, PsyD, CHES	<b>Three Faces of Quality</b> Ed Walker, MD, MHA
11:30am - 1pm	LUNCH BREAK — Lunch is provided					
11:45am - 12:45pm	<b>ADVANCE YOUR CAREER</b> — Taking Your Next Step. Join us for this lunchtime session where you will hear from our university partners about their graduate degree programs, Kierland 3					
1pm - 2:45pm	<b>Physician in Management</b> <b>COMMUNICATION</b> Timothy Keogh, PhD	<b>Authentic Leadership</b> Blaine Bartlett	<b>Integrated Health Systems:</b> <b>LEGAL DECISION MAKING</b> James Daniel Michael Newby	<b>Advanced Medical Staff Leadership</b> Jonathan Burroughs, MD, MBA, CPE, FAAPL, FACHE	<b>Managing Physician Performance</b> William "Marty" Martin MA, MS, MPH, PsyD, CHES	<b>Three Faces of Quality</b> Ed Walker, MD, MHA
2:45pm - 3pm	COFFEE BREAK					
3pm - 4:30pm	<b>Physician in Management</b> <b>COMMUNICATION</b> Timothy Keogh, PhD	<b>Authentic Leadership</b> Blaine Bartlett	<b>Integrated Health Systems:</b> <b>LEGAL DECISION MAKING</b> James Daniel Michael Newby	<b>Advanced Medical Staff Leadership</b> Jonathan Burroughs, MD, MBA, CPE, FAAPL, FACHE	<b>Managing Physician Performance</b> William "Marty" Martin MA, MS, MPH, PsyD, CHES	<b>Three Faces of Quality</b> Ed Walker, MD, MHA
6:45pm	DINNER GROUPS — Sign up for LCxn SMS to receive up-to-date information and to reserve your seat.					



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	Kierland 4AB	Kierland 1B	Trailblazer C	Kierland 1C	Trailblazer DE	Trailblazer AB	Kierland 1A
8am - 9:45am	<b>Physician in Management</b> <b>FINANCE</b> Hugh Long, MBA, JD, PhD	<b>Authentic Leadership</b> Blaine Bartlett	<b>Integrated Health Systems: Physician Engagement</b> Stephen Beeson, MD	<b>Resolving Conflict</b> Allison Linney, MBA	<b>Managing Physician Performance</b> William "Marty" Martin MA, MS, MPH, PsyD, CHES	<b>Three Faces of Quality</b> Ed Walker, MD, MHA Harry Leider, MD, MBA, FACPE	<b>Implementing Quality &amp; Safety Programs</b> John Byrnes, MD
9:45am - 10am	COFFEE BREAK						
10am - 11:30am	<b>Physician in Management</b> <b>FINANCE</b> Hugh Long, MBA, JD, PhD	<b>Authentic Leadership</b> Blaine Bartlett	<b>Integrated Health Systems: Physician Engagement</b> Stephen Beeson, MD	<b>Resolving Conflict</b> Allison Linney, MBA	<b>Managing Physician Performance</b> William "Marty" Martin MA, MS, MPH, PsyD, CHES	<b>Three Faces of Quality</b> Ed Walker, MD, MHA Harry Leider, MD, MBA, FACPE	<b>Implementing Quality &amp; Safety Programs</b> John Byrnes, MD
11:30am - 1pm	LUNCH BREAK — Lunch is provided						
11:45am - 12:45pm	CPE INFORMATION SESSION — Kierland 3 PARTNER INFORMATION SESSION — Presented by HCA, Kierland 2						
1pm - 2:45pm	<b>Physician in Management</b> <b>FINANCE</b> Hugh Long, MBA, JD, PhD	<b>Authentic Leadership</b> Blaine Bartlett	<b>Integrated Health Systems: Physician Engagement</b> Stephen Beeson, MD	<b>Resolving Conflict</b> Allison Linney, MBA	<b>Managing Physician Performance</b> William "Marty" Martin MA, MS, MPH, PsyD, CHES	<b>Three Faces of Quality</b> Ed Walker, MD, MHA Harry Leider, MD, MBA, FACPE	<b>Implementing Quality &amp; Safety Programs</b> John Byrnes, MD
2:45pm - 3pm	COFFEE BREAK						
3pm - 4:30pm	<b>Physician in Management</b> <b>FINANCE</b> Hugh Long, MBA, JD, PhD	<b>Authentic Leadership</b> Blaine Bartlett	<b>Integrated Health Systems: Physician Engagement</b> Stephen Beeson, MD	<b>Resolving Conflict</b> Allison Linney, MBA	<b>Managing Physician Performance</b> William "Marty" Martin MA, MS, MPH, PsyD, CHES	<b>Three Faces of Quality</b> Ed Walker, MD, MHA Harry Leider, MD, MBA, FACPE	<b>Implementing Quality &amp; Safety Programs</b> John Byrnes, MD
Evening Hours	DINNER GROUPS — Sign up for LCxn SMS to receive up-to-date information and to reserve your seat.						



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## PARTICIPANT AGENDA

TUESDAY, NOVEMBER 7, 2017

	Kierland 4AB	Trailblazer DE	Trailblazer AB
8am - 10:15am	<b>Physician in Management</b> <b>NEGOTIATION</b> Linda Babcock, PhD	<b>Managing Physician Performance</b> William "Marty" Martin, MA, MS, MPH, PsyD, CHES	<b>Three Faces of Quality</b> Harry Leider, MD, MBA, FACPE
10:15am - 10:30am	COFFEE BREAK		
10:30am - 12:30pm	<b>Physician in Management</b> <b>NEGOTIATION</b> Linda Babcock, PhD	<b>Managing Physician Performance</b> William "Marty" Martin, MA, MS, MPH, PsyD, CHES	<b>Three Faces of Quality</b> Harry Leider, MD, MBA, FACPE
12:30pm	FALL INSTITUTE CONCLUDES		

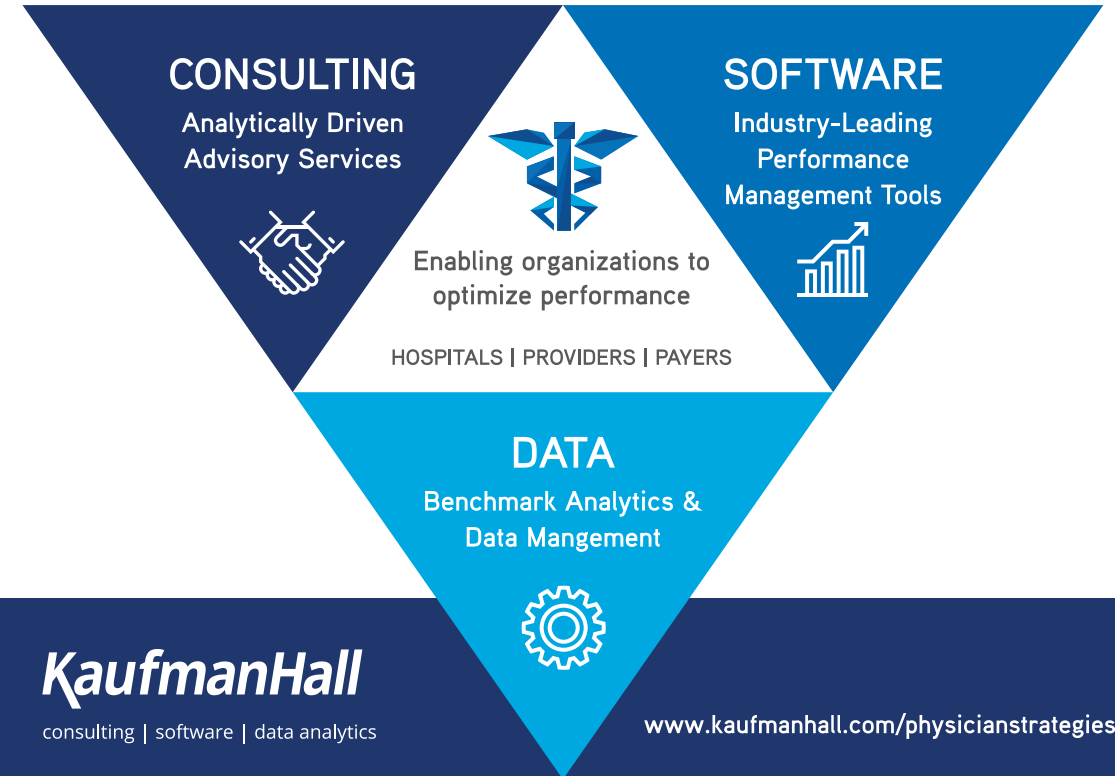


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## BONUS SESSIONS & SPECIAL EVENTS

Date	Event	Location & Time
Friday, 11/3	Partner Information Session Presented by <b>Kaufman Hall</b>	Kierland 2, 11:45am - 12:45pm
Friday, 11/3	Partner Information Session Presented by <b>MaxWorth</b>	Kierland 3, 11:45am - 12:45pm
Friday, 11/3	Welcome Reception	Northern Sky Terrace, 5pm - 6:30pm
Saturday, 11/4	Start your day with yoga	Hotel Spa, 6am
Saturday, 11/4	Partner Information Session Presented by <b>MediTech</b>	Kierland 3, 11:45am - 12:45pm
Sunday, 11/5	Advance Your Career / Taking Your Next Step	Kierland 3, 11:45am - 12:45pm
Monday, 11/6	CPE Information Session	Kierland 3, 11:45am - 12:45pm
Monday, 11/6	Partner Information Session Presented by <b>HCA</b>	Kierland 2, 11:45am - 12:45pm
Monday, 11/6	Farewell Reception	Northern Sky Terrace, 5pm - 6pm

## FALL INSTITUTE PARTNERS

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**HCA**  
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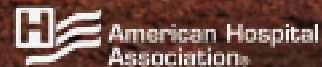
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