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**ENGAGING PHYSICIAN LEADERS THROUGH AN ACTION LEARNING PROCESS IS KEY TOPIC PRESENTED AT
RECENT AMERICAN COLLEGE OF PHYSICIAN EXECUTIVE ANNUAL CONFERENCE**

*The Leadership Development Group and Atlantic Health System present on action learning as part of the
Applied Physician Leadership Academy™*

NEW YORK, NY May 21, 2013 – Tracy Duberman, Founder, President & CEO of The Leadership Development Group (TLD Group), Lisa Bloom, MBA, MPH, Senior Vice President of TLD Group, and Gregory Mulford, MD, Medical Director, Atlantic Rehabilitation Services for Atlantic Health System and Chairman of the Department of Rehabilitation at Morristown Medical Center discussed the importance of engaging physician leaders through the action learning process at the American College of Physician Executives (ACPE) Annual Conference in New York City last month.

“We were thrilled to work with Dr. Mulford on presenting at the ACPE conference to an audience of healthcare professionals who are passionate about positioning physician leaders to drive necessary change, paving the way toward an effective and collaborative healthcare system,” said Tracy Duberman. “We work closely with healthcare companies, like Atlantic Health System, on providing ground-breaking leadership programs intended to prepare leaders to become change agents in their organizations.”

The key message delivered in the presentation for healthcare executives is to understand how physician engagement and leadership effectiveness can be enhanced through action learning and how to apply the action learning approach. Recently TLD Group teamed with Atlantic Health System to implement TLD Group’s Applied Physician Leadership Academy™ (APLA), a customized leadership development program designed to close the gap between the rigorous demands of a changing healthcare environment and the traditional medical paradigm. APLA utilizes best practice adult learning methodology based upon the 70/20/10 rule to ensure sustained learning and behavioral change – 70% on-the-job training (through action learning projects); 20% coaching and mentoring and 10% in-classroom/didactic training.

“APLA™ and, in particular, the action learning component helped break down barriers between the physician leaders and administration and stimulated communication that will serve to strengthen important relationships. It also enabled physician leaders like myself to assess, identify, develop, and reinforce essential leadership competencies and knowledge through a dynamic combination of coaching and assessment activities, learning modules with external physician leadership experts who have ‘been there, done that’, and the opportunity to build specific, relevant leadership skills through our action learning project work.” stated Greg Mulford, MD, Medical Director, Atlantic Rehabilitation Services.

Executives from TLD Group will also be presenting at the following upcoming conferences.

- **Keynote Presentation:** *Turning Passion into Impact*, 2013 NJ American College of Healthcare Executive's Annual Meeting, June 4, 2013.
- **Northeast Business Group on Health (NEBGH) Event:** *Managing Organizational Change during Health Reform: Will Your Organization Thrive or Just Survive?* July 23, 2013.
- **Workshop Presentation:** *Engaging Physician Leaders to Transform Health Systems from Volume to Value*, Health Forum and the American Hospital Association's Leadership Summit, July 25-27, 2013.

ABOUT THE LEADERSHIP DEVELOPMENT GROUP

The Leadership Development Group, Inc. (TLD Group) is a global executive assessment, leadership coaching and group development firm dedicated to enhancing executive and organizational effectiveness in multiple industry groups, with a clear focus on the healthcare industry. TLD Group partners with those who deliver insights and services that enable physician leaders and senior executives to lead more effectively. For more information on TLD Group, visit www.tldgroupinc.com.

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