



Atlantic
Health System

Contact:

AMY RIEMER, Media Relations
978-475-4441 (office)
978-502-4895 (cell)
amy@riemercommunications.com

TLD GROUP KICKS-OFF THE APPLIED PHYSICIAN LEADERSHIP ACADEMY™ (APLA) AT ATLANTIC HEALTH SYSTEM

Innovative leadership development program provides customized in-house training to physician leaders in the pivotal skills required for future success

NEW YORK, NY APRIL 30, 2012– The Leadership Development Group (TLD Group), a top authority in developing physician and executive leaders, is working with Atlantic Health System (AHS), one of the largest and most recognized providers of quality healthcare in New Jersey, to prepare the hospital system's physician leaders with skills crucial to navigating the future of healthcare. The Applied Physician Leadership Academy™ (APLA) developed by The Leadership Development Group in collaboration with the Group Practice Forum (GPF) will help Atlantic Health System's physician chairs and departmental chiefs to address the special leadership challenges facing healthcare organizations today through best practice adult learning methodologies.

"Atlantic Health System is committed to growing and developing our physician leaders as partners in our future success. We understand that healthcare reform requires a fundamental shift in the way in which care is delivered and this change needs to be lead by physician leaders who can demonstrate a new set of behaviors tied to our strategic priorities. Our commitment to APLA through our partnership with TLD Group will enable AHS to meet these new requirements. Atlantic Health System's APLA will be delivered to 50 physician leaders on-site over 2012," said Lynn Turner, Director Human Resources/Organization Development and Internal Communications of Atlantic Health System. The Applied Physician Leadership Academy™ has been approved through AHS for continuing medical education credits.

"We are thrilled to be partnering with Atlantic Health System and supporting their commitment to physician leadership development as a key ingredient for their future success," said Tracy Duberman, President and CEO of The Leadership Development Group. "During the next several months we will be working closely with AHS to provide their physician leaders on the job training through action learning projects, coaching and mentoring, and didactic learning modules tied to AHS's strategic priorities. Our faculty of nationally recognized physician and academic leaders from around the country staff the program to offer highly innovative and interactive sessions."

The paradigm shift taking place in healthcare delivery requires a fundamentally different approach - and a new breed of physician leader that can align with their organization's strategy and vision for the future. The Applied Physician Leadership Academy™ is a multi-faceted physician leadership development program entirely customized to deliver high value and high impact to health systems, group practices and hospitals. The customized physician leadership development model utilizes multiple learning strategies that target and reinforce competency development including on-the-job stretch assignments, coaching and mentoring, and in-classroom/didactic training. The program addresses the special leadership challenges facing healthcare organizations and incorporates best practice adult learning methodology. The Applied Physician Leadership

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Academy™ targets physician leaders and physicians who have leadership potential. CMOs, VPMAs, Chairs, Chiefs of Staff, and Medical Directors who are motivated to grow and learn, have a passion for and are committed to the organization and are characterized as people-oriented, resilient, tenacious and energetic are the preferred participants.

For more information on the Applied Physician Leadership Academy™, please contact Tracy Duberman, Ph.D., President & CEO, The Leadership Development Group at 973-722-4480 or tduberman@tldgroupinc.com.

ABOUT THE LEADERSHIP DEVELOPMENT GROUP

The Leadership Development Group (TLD Group) is an 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 thought leaders 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 or contact Tracy Duberman, Ph.D. at 973.722.4480 or tduberman@tldgroupinc.com.

ABOUT GROUP PRACTICE FORUM

Group Practice Forum (GPF) is an independent network whose mission is to improve the patient experience and patient outcomes, while maximizing efficiency in the group practice environment. By implementing team-based collaborative care initiatives with a number of partners and stakeholders across all facets of the healthcare industry, GPF strives to enhance clinical practice and improve outcomes through patient-centered care. For more information on GPF, visit www.grouppracticeforum.com, or contact Lisa Bloom at 646.319.4308 or lbloom@gpf.md.

ABOUT ATLANTIC HEALTH SYSTEM

Atlantic Health System is one of the largest non-profit healthcare systems in New Jersey, comprised of Morristown Medical Center, Goryeb Children's Hospital, Overlook Medical Center in Summit and Newton Medical Center. The four medical facilities have a combined total of 1,310 licensed beds and more than 2,852 affiliated physicians providing a wide array of healthcare services to the residents of Northern and Central New Jersey. The medical centers, and Goryeb as part of MMC, are accredited by The Joint Commission. Specialty service areas include advanced cardiovascular care, pediatric medical and surgical specialties, neurology, orthopedics, and sports medicine. Each of these programs has earned top ratings and recognitions in their respective fields. Atlantic Health System is the official healthcare partner of the New York Jets and an official healthcare provider of the New Jersey Devils.

Atlantic Health System has been chosen for the past four consecutive years by FORTUNE® as one of the magazine's "100 Best Companies to Work For®." The organization has also been recognized five times by AARP as one of the "Best Employers for Workers over 50." Inside Jersey magazine partnered with Castle Connolly Medical Ltd. and ranked Morristown Medical Center the top hospital in New Jersey for the second consecutive year, while also naming it the No. 1 hospital for coronary surgery, treatment of heart failure, hip and knee repair, and pediatric cancers. Overlook Medical Center was rated the No. 1 hospital in NJ for the treatment of neurological diseases for the third consecutive year, and for the second year as No. 1 for treating strokes. It was also ranked among the top three hospitals across several categories, including overall quality, high-risk pregnancies, hip and knee repair, and prostate and breast cancer treatment. Newton Medical Center was voted the state's No. 1 hospital with 350 beds or fewer, and also ranked first in this category for the treatment of pediatric, prostate and breast cancers. Atlantic Health System is a Major Clinical Research Affiliate with The Cancer Institute of New Jersey and is the primary academic and clinical affiliate in New Jersey of Mount Sinai School of Medicine and The Mount Sinai Hospital. For more information, visit www.atlantichealth.org.