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**Introducing the Applied Physician Leadership Academy™  
Assessing & Developing Physician Leaders for the Future of Healthcare Transformation**

**NEW YORK, NY NOVEMBER 08, 2011** – The Leadership Development Group (TLD Group), a recognized authority in developing physician and executive leaders, in conjunction with Group Practice Forum (GPF), an independent Medical Advisory Board-led physician group network, announced today the launch of an innovative physician leadership development program, The Applied Physician Leadership Academy™. The program addresses the special leadership challenges facing healthcare organizations and incorporates best practice adult learning methodology.

The paradigm shift taking place in healthcare delivery requires a fundamentally different approach - and a new breed of physician leader that can rally around these new requirements. Physician leaders will be measured by the results they achieve; the value, or efficiency with which they achieve good outcomes; and, improvements in performance resulting from a focus on teamwork through superior coordination, information sharing, and teaming across disciplines. As a result, healthcare organizations face unique leadership challenges due to the increased complexity of the institutions combined with the traditional characteristics and training experiences of physicians which may hinder collaboration.

“Given the changes in the healthcare landscape and the challenges that lie ahead, there is a great sense of urgency to identify and develop physician leaders who can effectively position their organizations for success,” stated Dr. Len Fromer, Executive Medical Director of Group Practice Forum. “We saw a need to explore the specific behavioral competencies of effective physician leaders, experiences that raise their level of success, and common derailing behaviors that often impinge on success. Our exploration led to a success model for physician leadership accomplished through interviews designed to examine the competencies of successful leaders across several thriving large group practices,” said Tracy Duberman, President & CEO of The Leadership Development Group, Inc.

The Applied Physician Leadership Academy™ is an innovative and impactful physician leadership development program customized for each client organization based on our proprietary leadership and organizational priority assessments. 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. It differs from other physician leadership development and coaching programs in the following ways:

- Takes the organization and overall priorities into consideration
- Evaluates leaders against an empirically-based competency model that differentiates star performance
- Customized to focus on the areas leaders need to concentrate on
- Draws upon best practices in adult learning – applied practices
- Can be used for succession planning for leaders within an organization

Key stakeholders confirm The Applied Physician Leadership Academy™ addresses a critical need in the healthcare industry. “The Applied Physician Leadership Academy™ moves from the generic to a tailored and customizable approach which incorporates development around the challenges that healthcare organizations are struggling with,” said Tod Wiesman, Director of Organization & People Development, University of Massachusetts Memorial Medical Center. “The Applied Physician Leadership Academy™ takes the best principles of adult learning derived from corporate America and based upon sound empirically-based research, and applies them to healthcare and physician leadership,” said Dr. Ed Piccolino, Managing Director of Piccolino Associates LLC. “This model is exactly what healthcare systems need in order to be positioned for success in this time of change. It is customizable for each practice and provides a good balance between leadership behavioral competency development, coaching and on-the-job experiences,” stated Dr. Jerry Miller, Founder, Holston Medical Group.

The Applied Physician Leadership Academy™ is available for implementation at healthcare organizations throughout the United States via customized development modules.

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](mailto:tduberman@tldgroupinc.com).

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### **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](http://www.tldgroupinc.com) or contact Tracy Duberman, Ph.D. at 973.722.4480 or [tduberman@tldgroupinc.com](mailto: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](http://www.grouppracticeforum.com), or contact Lisa Bloom at 646.867.0521 or [lisab@thekinetixgroup.com](mailto:lisab@thekinetixgroup.com).