



Atlantic
Health System

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TLD GROUP'S APPLIED PHYSICIAN LEADERSHIP ACADEMY (APLA) DELIVERS MISSION CRITICAL RESULTS FOR ATLANTIC HEALTH SYSTEM

NEW YORK, NY February 12, 2013 - Atlantic Health System (AHS), one of the largest and most respected national healthcare systems serving Metro New York and New Jersey, recognized the need to engage and develop its physician leaders to embrace and implement needed reform within the system. To accomplish this, AHS turned to The Leadership Development Group's Applied Physician Leadership Academy (APLA), a customized, multi-faceted physician leadership development program that delivers physician leadership development onsite resulting in high value and high impact results for healthcare and life sciences organizations.

"APLA has been a mission critical program to position AHS for success by clarifying the role of physician leaders, building physician leadership competencies, and breaking down barriers between the administration and physician leaders. I was pleased to see participants took APLA seriously and demonstrated enthusiasm and a real commitment. I also observed a marked difference in physician leader engagement in driving toward AHS's strategic priorities," said Joe Trunfio, Ph.D., Chief Executive Officer, Atlantic Health System.

TLD Group's custom designed APLA for AHS was based on the following objectives: strengthen alignment among physician leaders to AHS goals and objectives; foster relationships among physician leaders and with the executive team; focus on growth opportunities and innovation; and, develop physician leaders to drive the necessary changes through the system and be positioned for success.

"With tremendous support and commitment from AHS's senior executives and physician leaders we were able to implement an APLA to meet the specific needs and challenges facing AHS," explained Tracy Duberman, Ph.D., President & CEO, The Leadership Development Group. "Following the 12-month program we surveyed the participants and the results showed overwhelming satisfaction with the program. In fact, 92% of AHS physicians indicated APLA increased their ability to work collaboratively with peers, both physicians and administrative, and enabled them to make changes in their leadership/behavior practice."

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The year-long program was engaging and utilized multiple learning strategies that targeted and reinforced leadership development including action learning, coaching and mentoring, and in-classroom/didactic training.

AHS's APLA culminated in a gala event with all leaders across the health system. The gala event was a cornerstone to the APLA program providing the physician leaders an opportunity to present their action learning solutions and recommendations as well as showcase their leadership skills and learning's acquired through the program. The final presentation and gala event also served as a forum to obtain buy-in from the audience and begin mobilizing the system around the team's recommendations.

"The program 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.

ABOUT THE LEADERSHIP DEVELOPMENT GROUP

The Leadership Development Group (TLD Group) offers expertise in executive assessment & coaching, group leadership development and organizational development consulting, with a specific focus on the healthcare industry sector. TLD Group partners with highly skilled consultants and executive coaches, who have deep expertise in behavioral change, offer a highly consultative approach to program development and have a track record of delivering impressive results. They have developed several innovative leadership development programs for healthcare organizations focusing on executive and physician leadership development, including their nationally recognized Applied Physician Leadership Academy™. 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 ATLANTIC HEALTH SYSTEM

Atlantic Health System is on the forefront of medicine, with the goal of pursuing the leading medical technologies and treatments to continuously improve medical services and provide the best health care. Renowned for its breadth of services specializing in pediatrics, orthopedics, cancer care, rehabilitation, women's health, cardiovascular care, sports medicine and neuroscience, they sets standards for quality health care. Atlantic Health's world-class facilities feature state-of-the-art equipment and a comfortable, family-friendly environment. For more information on Atlantic Health System visit www.atlantichealth.org.

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