A VITAL PROGRAM FOR CHANGING TIMES

PREPARING EMERGING MINORITY LEADERS FOR THE NEW CEO & C-LEVEL ROLES IN HEALTH CARE

This is not the traditional leadership development program that you can take everywhere else! The faculty provides an environment for candid discussions about systemic barriers and personal challenges that could be impeding your advancement.

The Institute for Diversity in Health Management and the American Hospital Association invites you to the Emerging Minority Leaders (EML) program. It is designed to develop a pipeline of health care leaders for the CEO and C-level roles. The program is designed to accelerate and prepare minority leaders to meet the need for new top level leadership driving a dramatically new era in healthcare.

Racial and ethnic minorities currently represent one-third of the U.S. population and will become a majority of the population in 2042. Yet, today, only 9% of CEO’s and 14% of other executives are at the C-Level. Population shifts, changes in the economy, continued acceleration in technological and clinical changes, and many other factors make it imperative that a new era of health care leaders be prepared and step forward into CEO and other C-Level positions. For minority leaders, these new realities offer both an opportunity and a responsibility that should not be missed.

Ask yourself: “If not me, then who will step forward to the C-Level and CEO Roles? And, if not now, then when?” Join us Nov. 14-15 for this career changing program.

The two-day course provides first-hand insights and valuable lessons from experienced, nationally prominent CEOs who will cover:

- How to “Run Toward the Roar” – How great CEOs transform risk into opportunity
- How to meet the challenging dynamics of the new CEO & C-level roles
- What best-practice CEOs nationwide know that you must know NOW
- How to define and evaluate role essentials, and execute them
- Why stakeholder needs converge on what you can and must provide
- How to manage and optimize the CEO & C-Level relationship network
- How to master the new diagnostic skill set of next era health care
- How to design and implement your personal CEO Career Strategy

REGISTER TODAY

When:
Wednesday & Thursday
November 14 & 15,
2012

Time:
8:30 am - 4:30 pm
Central Time

Where:
155 North Wacker Dr.
Chicago, IL 60606

Contact:
Craig Blassingame
(312) 422-2693
cblassingame@aha.org
The seminar fee is $975, which includes breakfast and lunch each day and is held at the American Hospital Association's National Offices in Chicago.

FACULTY: The course will be co-presented by Fred Hobby, President and CEO for the Institute for Diversity in Health Management and New York Times bestselling author, CEO and health care consultant Emmett C. Murphy, PhD. They will be joined by presentations from other noted CEOs on key subjects.

Fred Hobby joined the Institute for Diversity in Health Management as president and CEO in 2005 with more than 25 years of experience as a hospital CEO and administrator in three states and six hospital systems. Hobby has led the Institute into its second decade of service, developing tools and resources to enhance diversity in our nation's hospitals, and helping health care organizations with their diversity activities.

Hobby is a frequent guest speaker on diversity and featured at a number of prestigious national conferences. In 1999, he was named “Senior Executive of the Year” by the National Association for Health Services Executives. He was named to Modern Healthcare magazine's “100 Most Powerful People in Healthcare” in August, 2006 and 2007.

Dr. Emmett Murphy is former chairman and CEO of EC Murphy, VHA, LLC, the management consulting subsidiary of the Voluntary Hospital Association of America (VHA), the world’s largest business and health care alliance. He also has served as CEO and/or consulting executive for numerous hospitals going through significant change. His clients range from small and regional corporations to such organizations as IBM, GE, Hewlett-Packard, and the Department of Defense in addition to more than 400 health care systems. He has served as consultant and/or faculty for Brigham Hospital-Harvard Med, Johns Hopkins, Stanford University, Massachusetts General Hospital and the Institute for Healthcare Improvement. For the Hospital Corporation of America, Murphy designed the CEO and C-Level Evaluation System for Owned and Managed Hospitals.


A few comments from our participants:

Mrs. Adonna Bass-Wickliffe, Director of Planning, University of Louisville Health Care Planning Dept, Louisville, KY
I attended the Emerging Leaders session to get an inside view of what it is like to be a CEO and to get an understanding of the skills necessary to be successful in this role. This was the first step in my search to determine where I want to take my career, as well as to get an understanding of the areas I could improve in to benefit my current organization. The program was excellent! It was very informative and engaging. The program continued down the path that the SEP took me in the early stages of my career, it not only focused on skills, characteristics and experiences of real life CEOs but also it focused on the responsibility that a CEO has to the people served by his or her organization, which I believe is what being a health care leader is all about.

Ms. Vanessa Sandarusi, MHSA, MBA, Administrative Director
Miami Valley Hospital, Dayton, OH

I liked that the information presented was what has been used in an organization from the past. I also liked hearing the “why” of putting this program together as well as the candid conversations that were held during the sessions.

Sometimes individuals don’t realize the possibilities that are out there for them until they are exposed to what things could be. This seminar is an example of opening up possibilities to diverse individuals who may not have seen that getting to the C suite could be a potential option for them. Dr. Murphy and Mr. Hobby facilitated candid dialogue that makes this seminar not only very informative but enriching due to the discussions during the sessions.

Mr. Rashard Johnson, Assistant Vice President of Non-Clinical Support Services, UT Southwestern Medical Center, Dallas, TX

I really liked the mock interview, the roundtable discussion about politics in respective organizations and how to take control of your performance evaluation. These are skills I’ve applied immediately within my organization.

I truly enjoyed this seminar and the candid content of the material. The setting was great because it allowed for 1-on-1 coaching and mentoring. In a world of rapid change in terms of diversity, this type of seminar is needed to equip minorities who may not have access to this information-and mentoring - otherwise. Special thanks to your team for opening up their network to us, I greatly appreciate it!