Healthcare Leadership Academy

For 10 years, MHA's Healthcare Leadership Academy has partnered with one of the world's top professional development firms, Executive Core, to help medical professionals lead more effectively. The March/May program is offered to healthcare leaders who want to accelerate their impact and help their organizations advance their missions. Delivered in partnership with Grand Valley State University's Seidman College of Business, the two power-packed modules (with action learning in between) provide participants with:

» Leadership 360º feedback, with personal executive coaching
» Intimate discussions with senior healthcare leaders
» Exploration of best practices balanced with patient outcomes

» Peer learning, and access to the alumni network
» Customized focus to your needs and goals
» Up to 42.5 CEUs/CMEs

Business Acumen

Healthcare systems face challenges that require business acumen not typically found in medical education. MHA and its partners designed HLA's Business Acumen curriculum to prepare stronger healthcare leader-practioners. The healthcare-focused content, developed by academics and healthcare professionals, provides you with valuable medical business insights to take on greater leadership responsibilities.

Subjects covered in the program include:

➢ Finance of Healthcare: Financial Health & Illness
➢ Finance of Healthcare: 3rd Party Payer Strategies
➢ Technology: AI and Analytics
➢ Enterprise Perspectives: Disruptors in Healthcare
➢ Operations: Creating Operational Excellence
➢ Strategic Differentiation

HLA participants will be able to implement these fundamental principles into their organizations, driving organizational excellence through an improved understanding of strategic business models in a healthcare context.

Professional Leadership

Healthcare leaders need to be able to empower their teams and stakeholders, engendering a psychologically safe workspace that maximizes productivity and alleviates healthcare provider burnout. These skills have become even more essential through the Covid-19 pandemic. The Professional Leadership portion of the HLA develops the critical skills required for a positive, high-performing workplace operating in a challenging healthcare environment.

This portion of the Academy includes two assessments combined with individualized professional development as well as instructor-led courses. Topics covered in the program include:

➢ The Power of "Big Bets"
➢ Psychological Safety, Languages of Influence™, and Performance Mindsets
➢ Communicating in a Healthcare Environment
➢ Developing Top-Performing Teams
➢ Managing Conflicts
➢ Becoming a Trusted Advisor

Participants complete the Healthcare Leadership Academy in five days, split across two sessions at Grand Valley State University's Seidman College of Business. Earning up to 42.5 CMEs or CEUs, the program allows you to immediately apply new concepts, advance your career, and return value to your organization.

SCAN TO REGISTER

This MHA program is offered in partnership with Grand Valley State University and Executive Core.

MHA Michigan Health & Hospital Association

GRAND VALLEY STATE UNIVERSITY

Executive CORE Set the learning free.™

Paul Velasco is standing by to answer your questions.
Contact him at paul.velasco@executivecore.com or 248-767-9880.

Experienced Healthcare Partner

Grand Valley State University and Executive Core understand the needs of the healtcare industry. We have over 25 years experience serving the needs of healthcare providers and suppliers, including 10 years with this program. Our professionals have served healthcare systems include Spectrum Health, Beacon Health, Appalachian Health, and Bon Secours, as also include large healthcare suppliers such as Bristol Myers Squibb, Abbott Laboratories, Cardinal Health, and Gilead.

We grow organizations by developing their people.

" *My coaching sessions were valuable, allowing me to understand my strengths and weaknesses in light of my working environment ... and piqued my interest to explore additional coaching throughout the duration of this program.* "

Martinson Arnan, M.D.
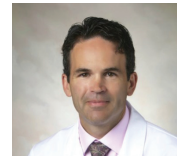Vice President and CCO
Bronson Medical Group

Healthcare Leadership Speaker Series

Healthcare leaders share insights and knowledge.

Ryan Horn, MBA, CPC, CCS-P
Vice President of Revenue Cycle, Bronson
Speaker: Impact of Prior Authorization Denials

Paul Entler DO, CPE, MMM
SVP, Chief Clinical Officer, Sparrow Health System
Speaker: Process Improvement

Jason R. Joseph, MBA
Chief Digital & Information Officer, Corewell Health
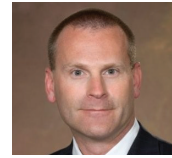**Speaker:** Technology of Healthcare

Program Faculty

Erkmen Aslim, Ph.D.
Professor of Finance
GVSU-Seidman

Diana Lawson, Ph.D.
Dean
GVSU-Seidman

Brian E. Peters, MHSA, FNCHL
Chief Executive Officer
Michigan Health & Hospital Assn.

Keith Brophy
Chief Operating Officer
ADHD Online, LLC

Aaron Lowen, Ph.D.
Professor of Economics
GVSU-Seidman

Barbara Singer, MA
CEO/Founder
Executive Core, LLC

Chris Harper
Faculty of Practice
GVSU-Seidman

Jaideep Motwani, Ph.D.
Professor of Operations
GVSU-Seidman

Andy VanSolkema
VP of Digital Strategy
Open Systems Tech., Inc.

Program Format and Fees

MODULE 1 March 13-15, 2023			Executive Coaching	MODULE 2 May 15-16, 2023	
Monday March 13, 2023	**Tuesday** March 14, 2023	**Wednesday** March 15, 2023	*By Appointment*	**Monday** May 15, 2023	**Tuesday** May 16, 2023
10:00 am - 7:00 pm	7:00 am - 8:30 pm	7:00 am - 3:00 pm		7:00 am - 7:00 pm	7:00 am - 7:00 pm

Register candidates today.

SCAN TO REGISTER

MHA's Healthcare Leadership Academy welcomes professionals from across healthcare, including physicians, nursing professionals, and key business professionals. Register via https://mha-hcla.square.site/, click here, or scan the QR code to register today.

Program fee of $3,995 includes program materials, executive coaching, and most meals. Program fee does not include lodging. Upon completion of the program, participants will receive up to 42.5 CMEs or CEUs. In-person sessions held at Grand Valley State University's Seidman College of Business in Grand Rapids, Michigan.

For more information, please contact Paul Velasco via paul.velasco@executivecore.com or 248-767-9880.