



## Transforming Health Care Through Collaboration

# Physician Leadership Webinar Series

*A Practical Solution for Today's Busy Physician Leaders*

Never has health care demanded more from physician leaders. Never has there been such a demand on their time. So how do you prepare your physician executives to successfully address such pressing and evolving issues as medical home, transparency, payment reform and consumer engagement?

The Institute for Clinical Systems Improvement's (ICSI) Professional Partnerships has the solution – its Physician Leadership Webinar Series. A compressed version of its Physician Leadership Academy, this seven-part series of 60-minute Webinars presented during 2010 delivers practical and always up-to-date educational programs to help your organization develop strong leaders.

### A Curriculum Tailored and Continuously Updated for the Times

Topic	Content
<b>April 27: Leadership</b> <a href="http://bit.ly/Webinar042710">http://bit.ly/Webinar042710</a>	Principles/concepts of leadership valuable in leading quality efforts. <i>Presenter: Gary Oftedahl, MD</i>
<b>May 26: Communications</b> <a href="http://bit.ly/Webinar052610">http://bit.ly/Webinar052610</a>	Effective communications with colleagues, staff, patients, and others. <i>Presenter: Claire Neely, MD</i>
<b>June 8: Health Care Reform and the Future of Medicine</b> <a href="http://bit.ly/Webinar060810">http://bit.ly/Webinar060810</a>	Learn how state and federal reform will affect the type of leadership needed by hospitals and medical groups. <i>Presenter: Gary Oftedahl, MD</i>
<b>July 21: Quality &amp; Safety</b> <a href="http://bit.ly/Webinar072110">http://bit.ly/Webinar072110</a>	An overview of the principles of quality improvement and how they link to physician leadership. <i>Presenter: Gary Oftedahl, MD</i>
<b>August 19: Information &amp; Technology</b> <a href="http://bit.ly/Webinar081910c">http://bit.ly/Webinar081910c</a>	Electronic health records, meaningful use, personal health records and leveraging social media. <i>Presenter: Gary Oftedahl, MD</i>
<b>September 16: Skills Lab</b> <a href="http://bit.ly/Webinar091610">http://bit.ly/Webinar091610</a>	Strategic planning, networking, and execution. <i>Presenter: Gary Oftedahl, MD</i>
<b>October 28: Change Management</b> <a href="http://bit.ly/Webinar100710">http://bit.ly/Webinar100710</a>	Overcoming resistance, engaging staff, addressing culture and managing organizational change. <i>Presenter: Gary Oftedahl, MD</i>
To sign-up for the entire series, go to: <a href="http://bit.ly/ProfPartnerSeries">http://bit.ly/ProfPartnerSeries</a>	

### Expert Presenters

Gary Oftedahl, MD – Chief Knowledge Officer; and Claire Neely, MD – Medical Director are the ICSI instructors.

**Dr. Oftedahl** has extensive knowledge of the health care system. He has helped create and lead collaborative initiatives on health care home, depression care redesign, culture change, human factors in the ambulatory care environment, transitions of care in treatment of heart failure, and use of patient satisfaction on improving quality of care. In 2008 he was named one of the 100 most influential health care leaders in Minnesota by *Minnesota Physician* magazine. Dr. Oftedahl previously served as Medical Director and Medical Director for Quality with Olmsted Medical Clinic, Rochester, MN.

As an Archibald Bush Medical Fellow, **Dr. Neely** studied team structures, interactions and communications, and their effect on team performance and patient safety. A physician with over 20 years in clinical leadership positions with HealthPartners Medical group, she has presented numerous workshops on such topics as teaching negotiations in the organization; tools for experiential learning and self-reflection; effective communications; motivation for change; coaching; and helping physicians improve patient satisfaction.

**Series Starts in April 2010 – all Webinars are from Noon-1:00 p.m. CDT**

The first Webinar on “Leadership” is set for April 27. The entire series costs \$500 and individual Webinars are \$100 a piece. One CME credit per Webinar, seven CMEs for the series. **Both the whole series and individual Webinars are free to ICSI members.** If you have questions, contact Lynette Wheelock at [lynette.wheelock@icsi.org](mailto:lynette.wheelock@icsi.org) (952-814-7090).

HealthPartners Institute for Medical Education is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

HealthPartners Institute for Medical Education designates this seven-part Physician Leadership educational activity series for a maximum of 7.0 AMA PRA Category 1 Credit(s)<sup>TM</sup>. Each individual Webinar educational activity in the series is designated for a maximum of 1.0 AMA PRA Category 1 Credit(s)<sup>TM</sup>. Physicians should only claim credit commensurate with the extent of their participation in the activity.

**About ICSI Professional Partnerships**

ICSI Professional Partnerships offers providers, health plans, employers and policy makers clinically proven services, unique collaborative processes and innovations needed to improve their quality of care or redesign how they deliver or are paid for care. It is the service arm of ICSI, a non-profit, independent organization that serves 50+ medical group and hospital members in the Upper Midwest. Sponsored by six health plans, ICSI is recognized as a leader in driving health care system transformation at the national level.

**To register please use your e-mail address to create a log-in ID.**

**Note:** Further information about this event like handouts, Webinar instructions and certificates of attendance will all be sent to the e-mail address you use to register. Previous registrants may reuse their login ID and password.

**Registering someone else?** Please register them using their e-mail address and other info.

*“As we merged our hospital and clinical organizations, we identified the need to train physicians assuming leadership roles. ICSI’s Physician Leadership Academy is expertly addressing our needs through a tailored curriculum that is extremely relevant to the changing health care environment.”*

**Rachelle Schultz, CEO,  
Winona Health**



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