We’ve designed the format of the Leadership Development for Healthcare Professionals program with busy clinicians and senior administrators in mind. The program is held during an intensive session at Snowbird and five modules on campus over a three-month time frame to fit into the most demanding of schedules.

**WHO SHOULD ATTEND**

This Program is designed for health care providers and administrative executives in health care systems or centers, private practices, hospitals and teaching facilities. Those seeking to improve their managerial and leadership skills through a focus on key business principles and practices are encouraged to attend.

**PROGRAM FOCUS**

The curriculum is centered on real-life health care problems and cases. Healthcare professionals and faculty work in collaboration in small teams to examine facts, evaluate alternatives and develop workable solutions. The integrated curriculum permits participants to examine fundamental leadership and managerial issues from the perspective of several disciplines.
LEARNING OBJECTIVES
To succeed in today’s healthcare field, professionals must develop innovative strategies and communicate a compelling vision of high quality, cost-effective care. This program is uniquely designed to help healthcare professionals increase their insight and acquire the advanced leadership and management skills needed to move their organizations forward.

Comprised of administrative and managerial skills vital to today’s healthcare industry, the flexible format accommodates healthcare professionals’ busy schedules while providing them with the tools and information needed to initiate collaborative, patient-centered solutions that will transform their organizations.

THE UNIVERSITY OF UTAH SCHOOL OF MEDICINE
Accreditation: The University of Utah School of Medicine is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

AMA Credit: The University of Utah School of Medicine designates this live activity for a maximum of 70.25 AMA PRA Category 1 Credit(s)™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Nondiscrimination and Disability Accommodation Statement: The University of Utah does not exclude, deny benefits to or otherwise discriminate against any person on the basis of race, color, national origin, sex, disability, age, veteran’s status, religion, gender identity/expression, genetic information, or sexual orientation in admission to or participation in its programs and activities. Reasonable accommodations will be provided to qualified individuals with disabilities upon request, with reasonable notice. Requests for accommodations or inquiries or complaints about University nondiscrimination and disability/access policies may be directed to the Director, OEO/AA, Title IX/Section 504/ADA Coordinator, 201 S President’s Circle, RM 135, Salt Lake City, UT 84112, 801-581-8365 (Voice/TTY), 801-585-5746 (Fax).

CE Credits: CE credit is recognized under the Utah CE guidelines, Utah rule 156-69-304A.

INTENSIVE SESSION
Leadership and Organizational Management
April 18 - 20, 2012 (Snowbird Ski Resort)
Wednesday: 5:00 p.m. - 10:00 p.m.
Thursday: 8:00 a.m. - 9:00 p.m.
Friday: 8:00 a.m. - 5:00 p.m.
The essence of strategic leadership is delivering a set of services that offer a unique mix of patient value. Understand your individual leadership style and how to effectively communicate organizational values and goals, influence behavior and ensure high level of team member capability, commitment, motivation, accountability, and performance.

MODULE I
Institutional Policy and Strategy
May 10 - 11, 2012
Thursday: 5:00 p.m. – 9:00 p.m.
Friday: 8:30 a.m. – 4:30 p.m.
Recognize strategic opportunities to develop sustainable competitive advantages in health care. Assess industry economics and dynamics to identify strategic threats and opportunities, evaluate the profit potential of strategic resources and capabilities and strategic diversification. Implement strategic initiatives and understand the difference between "strategy" and "strategic plan."

MODULE II
Mastering High Performance Communications Skills
May 31 - June 1, 2012
Thursday: 5:00 p.m. – 9:00 p.m.
Friday: 8:30 a.m. – 4:30 p.m.
Communication is an essential leadership tool especially when faced with leadership challenges, including working in teams, public speaking, coaching others, resolving conflicts and negotiations. Participants will learn about their communication strengths and areas of opportunity to improve communication competence. Focus will be on strengthening public speaking skills and coaching.

MODULE III
Financial Analysis and Control
June 21 - 22, 2012
Thursday: 5:00 p.m. – 9:00 p.m.
Friday: 8:30 a.m. – 4:30 p.m.
This course develops the critical ability to interpret and use financial information to make decisions that reduce risk and increase the value of the organization. Participants will learn to read healthcare financial statements, determine a medical organizations’ cost of capital, use discounted cash flow analysis to make capital spending decisions and assess and avoid unreasonable financial risks. The goal of the course is to provide healthcare professionals a level of understanding that will assist them in managing more.

MODULE IV
Strategic Marketing & Brand Management
July 12 - 13, 2012
Thursday: 5:00 p.m. – 9:00 p.m.
Friday: 8:30 a.m. – 4:30 p.m.
Understanding and meeting or exceeding customers’ expectations can be a challenge in health care. In a world where companies and their products are increasingly viewed as commodities, brand equity can be one of your most valuable assets. Participants will take away strategies to effectively create brand equity for their organization and set them apart from today’s option-packed marketplace.

MODULE V
Collaborative Negotiations
August 2 - 3, 2012
Thursday: 5:00 p.m. – 9:00 p.m.
Friday: 8:30 a.m. – 4:30 p.m.
Faculty will focus on the critical negotiations skills needed to significantly improve the quality of life in a healthcare organization. Participants will learn how to negotiate with others upon whom they depend for results or resources, mediate disagreement and conflict among colleagues and conduct and prepare for business negotiations within and outside the organization.