

March Virtual Class - Executive Project Sponsorship: The "Must Know" Essentials for Leading Organizational Projects

3/7/2023

Questions about your UW-ICEP account or using the learning portal? Contact help@icep.wisc.edu.

Tech questions? Contact david.hafner@uwcped.org.

PREPARATION

If you haven't already, create an account in UW-Madison Continuing Education Partnership's (ICEP) learning portal: <https://ce.icep.wisc.edu/>. Use the **SAME** email address you used for your registration. Refer to the document, **Create a Visitor Account** - with mobile for details.

COMPLETING EVALUATIONS AND OBTAINING CONTINUING EDUCATION CREDIT

- We will email you links and detailed instructions for how to access course evaluations and continuing education credit. Emails will be sent from UW-Madison ICEP.
- Once you submit your evaluation(s) and we verify your attendance, credit will be available in your ICEP account 24/7. Credit will be available approximately one week following each course.

AGENDA

(One 10-minute break will be taken.)

Time	Topic/Activity	Session Learning Objectives
8:00 - 10:00 AM	<p>Executive Project Sponsorship: The "Must Know" Essentials for Leading Organizational Projects</p> <p><i>~ Scott Converse, MBA, Center for Professional and Executive Development at the UW-Madison School of Business</i></p>	<ol style="list-style-type: none"> 1. Examine their organization's portfolio of projects for project complexity and determine the effects complexity has on sponsorship. 2. Examine and assign roles and responsibilities of the sponsor and other key stakeholders for various project methodologies. 3. Review the list of essential questions a sponsor should ask at the initiation of any project. 4. Evaluate common artifacts and templates that are used for project initiation. 5. Explain and apply the triple constraints model of project management and organizational change management. 6. Review the effects organizational culture has on project-driven work. 7. Evaluate methods for avoiding group meeting fatigue. 8. Identify and apply resources to improve the organization's project management competency.

ACCREDITATION SUMMARY BRIEF

This intensive leadership academy provides healthcare professionals with the business, financial, and leadership acumen and skills needed to impact and influence the performance of their teams and organizations.

Participants will gain in-depth knowledge of health care finance and cost management, reimbursement systems and potential future healthcare finance models, change management and influence skills, and insights into digital transformation, artificial intelligence, and technology trends. In addition, participants will explore and apply team leadership and management skills, including conflict management and prevention, and coaching for higher performance.

Intended Audience

This academy is open to clinician and non-clinician staff within hospitals and is targeted toward:

- Leadership staff who aspire to promote into the C-Suite, and
- New C-Suite leaders who want to continue to promote up within their hospital

Statement of Need and Purpose

"Even before the advent of the SARS COVID-19 pandemic in 2020, there has been a tremendous increase over the last forty years in the complexity and costs of the US healthcare delivery system." Amidst the care needs and population health challenges of the pandemic, these gaps and needs have only become more significant.

Senior and aspiring leaders in healthcare systems need to address the challenges of:

- Organizational and process complexity
- Regulatory requirements
- Scientific knowledge and technological advancement
- Population health and demographic changes
- Identifying staff to lead employees
- Working in teams
- Financial and business acumen
- Reducing silos and increasing collaboration across disciplines and areas of expertise
- Ensuring application of ethical and equitable practices
- Building critical and strategic thinking skills to retain and attract a high-quality workforce

Elements of Competence

This CE activity is designed to change learner competence and focuses on these competencies:

- American Board of Medical Specialties' areas of interpersonal communication and professionalism
- Interprofessional and Nursing areas of values/ethics for interprofessional practice, interprofessional communication, and teams and teamwork

Global Learning Objectives

By the end of the academy, participants will be able to:

1. Measure and increase their personal and organizational influence through use of the Human Synergistics LSI 360 tool and speak the language of healthcare as a business.
2. Explain the distinctions between managing and leading, and gain skills and competency in both.
3. Apply cost accounting principles related to health care, appraise cost allocation models, and construct refined cost allocation models.
4. Articulate the relationship between operating results and the financial health of the health care organization (i.e., the relationship between the Income Statement and the Balance Sheet) and use this knowledge to suggest changes to organizational strategy.
5. Articulate the economics of managing the cost structure and revenue function of the operating budget in different payment environments (e.g., fee-for-service, bundled, and capitated), and make recommendations for changes in strategy within their own organizations.

6. Outline two proven change management strategies and apply one to one of their own organization's major initiatives.

Accreditation Statement



In support of improving patient care, this activity has been planned and implemented by the University of Wisconsin–Madison ICEP and the Wisconsin Hospital Association. The University of Wisconsin–Madison ICEP is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

American Medical Association (AMA)

The University of Wisconsin–Madison ICEP designates this virtual live activity for a maximum of **1.75 AMA PRA Category 1 Credit™**. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

American Nurses Credentialing Center (ANCC)

The University of Wisconsin–Madison ICEP designates this virtual live activity for a maximum of **1.75 ANCC** contact hours.

Continuing Education Units (CEUs)

The University of Wisconsin–Madison ICEP, as a member of the University Professional & Continuing Education Association (UPCEA), authorizes this program for **.175 CEUs** or **1.75 hours**.

Policy on Faculty and Sponsor Disclosure

It is the policy of the University of Wisconsin–Madison Interprofessional Continuing Education Partnership (ICEP) to identify, mitigate and disclose all relevant financial relationships with ineligible companies* held by the speakers/presenters, authors, committee members, planners, and other persons who may influence the content of this accredited continuing education (CE). In addition, speakers/presenters and authors must disclose any planned discussion of unlabeled/unapproved uses of drugs or devices during their presentation.

This accredited continuing education activity is focused on the non-clinical topic of healthcare leadership. As such, no one who is able to control the content of this activity has relevant financial relationships with ineligible companies to disclose.

**Ineligible companies are those whose primary business is producing, marketing, selling, re-selling, or distributing healthcare products used by, or on, patients. The ACCME does not consider providers of clinical services directly to patients to be ineligible companies.*

We thank those contributing their expertise to this academy.

Name	Role
Alyssa Adair, Center for Professional and Executive Development at the UW–Madison School of Business	Subcommittee
Nadine Allen, MS, BS, Wisconsin Hospital Association	Speaker/ Author
Nina Berge, BA, UW–Madison School of Nursing	Subcommittee
Adam Bock, UW–Madison School of Business	Speaker/ Author
Eric Borgerding, BA, Wisconsin Hospital Association	Speaker/ Author
Derek Buchholz, BA, Wisconsin Hospital Association	Speaker/ Author

Jeff Chan, MA, BA, Jeff Chan Consulting	Speaker/ Author
Brian Competente, BS, Wisconsin Hospital Association	Speaker/ Author
Scott Converse, MBA, Center for Professional and Executive Development at the UW–Madison School of Business	Speaker/ Author
Katrina Cravy, BA, CharismaQ, Inc.	Speaker/ Author
Jeremiah DeGollon, MPA, Center for Professional and Executive Development at the UW–Madison School of Business	Subcommittee
Sue Gaard, MSN, RN, UW–Madison School of Nursing	Subcommittee
Christopher Green, MD, BA, UW–Madison, School of Medicine and Public Health	Co-Chair
David Hafner, BS, Center for Professional and Executive Development at the UW–Madison School of Business	Subcommittee
Malcolm Jeffris, BS, Center for Professional and Executive Development at the UW–Madison School of Business	Subcommittee
Jane Jerzak, CPA, RN, Consulting Principal, PYA, PC	Co-Chair
Jon Kaupla, MA, BS, Center for Professional and Executive Development at the UW–Madison School of Business	Speaker/ Author
Stephen King, MA, SDK Group	Speaker/ Author
Leigh Ann Larson, BS, Wisconsin Hospital Association	Speaker/ Author
Jill Lindwall, Wisconsin Hospital Association	Speaker/ Author
Ann Martel, MBA, WSB Center for Professional & Executive Development	Speaker/ Author
Jeffrey Martin, MS	Co-Chair
Tracy Mrochek, MPA, RN, UW–Madison School of Nursing	Subcommittee
Jennifer Mueller, MBA, Wisconsin Hospital Association	Speaker/ Author
Tracy Nelson, MSOD, SPHR, CPLP, Aspire Talent Group	Speaker/ Author
Kyle O'Brien, BS, Wisconsin Hospital Association	Speaker/ Author
Jennifer Olson, MBA, BS, Children's Minnesota	Speaker/ Author
Vallabh Sambamurthy, PhD, MBA, BS, UW–Madison School of Business	Speaker/ Author
Debra A. Skarda, MSN, MBA, Thrive Forward Coaching & Consulting	Speaker/ Author
Lisa Yaffe, MBA, Center for Professional and Executive Development at the UW–Madison School of Business	Speaker/ Author

The University of Wisconsin provides equal opportunities in employment and programming, including Title IX requirements. The University of Wisconsin fully complies with the legal requirements of the ADA and the rules and regulations thereof. If any participant in this educational activity needs accommodation, please contact info@icep.wisc.edu.

Continuing Education for the American College of Healthcare Executives

- ACHE members or fellows must demonstrate that they have completed 36 hours of healthcare management-related continuing education within the last three years prior to applying for Fellow or recertification.
- The 36 hours of healthcare management-related continuing education can include up to 24 hours of qualified education.
- Qualified education includes continuing education offered by any professional organization long as it is related to the knowledge areas included in the [Board of Governors Exam Content Outline](#).
- Education is self-reported through the application and requires the name of the sponsoring organization, the title of the event, the start and end dates of the event/activity and the number of hours earned.
- Questions? Contact: contact@ache.org/ (312) 424-9400.

The University of Wisconsin–Madison Interprofessional Continuing Education Partnership (ICEP) and the Wisconsin Hospital Association gratefully acknowledge(s) the financial support from the following companies/organizations: M3 Insurance and the Wisconsin Hospital Association Foundation

