



Wisconsin Hospital Association Leadership Academy

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.

Questions about your UW-ICEP account or using the learning portal? Contact help@icep.wisc.edu.
Session tech questions? Contact david.hafner@uwcped.org.

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.

CREDIT INFORMATION

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. The Leadership Academy begins in January 2024 and lasts six months.

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

Over the last forty years there has been an increase in the complexity and costs of the US healthcare delivery system. Amidst the care needs and population health challenges, these gaps and needs have only become more significant.

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

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

Elements of Competence

This educational activity is designed to change learner competence and focuses on the following competency areas:

- ACGME/Nursing: Interpersonal, and Communication Skills and Professionalism
- Interprofessional: Values/Ethics for Interprofessional Practice, Interprofessional Communication, and Teams and Teamwork
- Diversity, Equity, and Inclusion: Engage in Self-reflection

Global Learning Objectives

By the end of this academy, participants as members of the interprofessional healthcare team 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.
7. Develop strategic networks and partnerships during the academy to support ongoing learning and interactions with healthcare leaders.

(Session learning objectives are listed within their specific agendas)

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.

See individual sessions for credit information.

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.*

Thank you for contributing your expertise to the WHA Leadership 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
Sue Gaard, MSN, RN, UW–Madison School of Nursing	Subcommittee
Christopher Green, MD, BA, UW–Madison, School of Medicine and Public Health	Planning Committee Co-Chair
Emily Haarsma, BA, UW–Madison School of Nursing	Subcommittee
David Hafner, BS, Center for Professional and Executive Development at the UW–Madison School of Business	Subcommittee
Jane Jerzak, CPA, RN, Consulting Principal, PYA, PC	Planning Committee 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
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Jeffrey Martin, MS	Planning Committee Co-Chair
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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
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Tiffany Ogle, CharismaQ, Television Host, Actress, Speaker, and Coach	Speaker/Author
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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 12 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.

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