



11th Annual Conference of the Canadian Society of Physician Executives



For all physician leaders interested in networking, education and health system leadership.

Pathways to success: Improving outcomes through physician engagement

The Sutton Place Hotel, Vancouver, BC

24–25 April 2009

*plus a 1-day
pre-conference
workshop ...*

Prescribing quality improvement

23 April 2009

presented by the CMA Physician Manager Institute

Pathways to success: Improving outcomes through physician engagement

Day 1 – Friday, 24 April

7:30–8:30 Breakfast and registration

8:30–8:45 Welcome and introductions,
Dr. Don Atkinson, CSPE President

8:45–9:30 Markers of excellence: what the research tells us about great organizations — Michael Gallery, PhD, CAE, President and Founder for OPIS, LLC

9:30–10:00 Charting a new course for health care — Dr. Robert Ouellet, President, Canadian Medical Association

10:00–10:30 Break

10:30–noon Workshop session 1

A. Execution: The forgotten element of planning — Michael Gallery, PhD, CAE, President and Founder for OPIS, LLC

Objectives

- Describe the essential elements to a successful execution.
- Align strategies with the organization's mission.
- Describe effective methods for selecting strategies.
- Identify how to eliminate organizational "bad habits".

B. Engagement: the leadership challenge of the decade — Linda Tarrant, TOC Consulting Inc.

Objectives

- Use broad-based scanning approaches to better understanding the factors essential to gaining physician engagement.
- Explore and apply integrative thinking techniques.
- Identify and discuss ways to engage physicians in change efforts.
- Learn techniques to move from resistance to commitment.
- Discuss ways to identify and engage early adopters throughout the medical staff.
- Challenge a culture that supports disengagement and discuss processes that build a culture of adaptability and participation.

C. Physician leadership and evidence-informed change: EXTRA Interventions — Panel moderator: Judith Kazimirski, MD
Presenters: EXTRA Fellows, David Goldstein, MD, Kingston General Hospital; Theodore Braun, MD, Alberta Health Services; Micheline Ste-Marie, MD, McGill University Health Centre (Hôpital de Montréal pour enfants)

Objectives

- Develop skills and competencies to find, assess, interpret and apply research-informed evidence to bring about innovation and change in Canadian health care organizations.
- Illustrate physician leadership skills in the use and application of research evidence in management context.
- Highlight role physician executives can play in promoting collaborative decision-making environments.
- Present three physician-led evidence-informed change management initiatives to improve services and quality of care.

D. Negotiating for yourself – achieving maximum professional satisfaction and fair economic reward — Cathy Cordell, Senior In-House Legal Counsel, BCMA and Mark Schonfeld, MD, CEO, BCMA

Objectives

- Review of CSPE research on best practices and common gaps in Canadian physician compensation packages.

- Identify standard and optional clauses to compensation packages of physicians in leadership roles.
- Understand best practices of negotiating and reviewing one's contract.
- Identify options for resolving an impasse or a dispute.

noon–1:00 Lunch

Leadership at the Paralympic Games — Vancouver 2010 Assistant Chef de Mission and incoming CSPE President, Dr. Gaetan Tardif will present highlights of his participation in 6 Paralympic Games as a member of Canada's Mission staff.

1:00–1:45 **The path to safe and reliable health care** — Michael Leonard, MD, Physician Leader for Patient Safety, Kaiser Permanente and Principal, Pascal Metrix

2:00–3:30 Workshop session 2

A. Execution: The forgotten element of planning — Michael Gallery (repeat of the morning session)

B. Engagement: the leadership challenge of the decade — Linda Tarrant (repeat of the morning session)

C. Careers in medical leadership for women: attracting and supporting talent — Gillian Kernaghan, MD, Integrated V-P, Medical Education & Medical Affairs, London Health Sciences Centre; Judith Kazimirski, MD, Consultant; Alexandra Tcheremenska-Greenhill, MD, Associate CEO, BCMA; Shelley Ross, MD, Secretary General, Medical Women's International Association

Objectives

- Understand the characteristics and determinants of the gender gap in organizations and in medical leadership.
- Identify environments that empower women physicians to become more self-confident and effective as leaders.
- Articulate the benefits of a diverse leadership approach.
- Create strategies to reduce the gender gap by recruiting, retaining and promoting more women.

D. Engaging physicians and promoting adoption of electronic health information systems — Jim MacLean, MD, V-P, Innovation and Adoption, Canada Health Infoway

Objectives

- Learn more about the overall progress at Canada Health Infoway.
- Learn more about how Infoway is engaging physicians in the e-health adoption process.
- Gain greater insight into the unique initiatives and approaches being utilized in the change and adoption process.

3:30–3:45 Break

3:45–4:30 **Innovation in health system performance: how integration will propel Alberta's transformation** — Saumya Sutarra, MD, Principal, McKinsey & Co.

4:30–5:30 Award celebration/business meeting – all participants welcome

5:30–7:00 Networking reception (spouses/partners welcome)

Session colour legend identifying learning streams

- | | |
|---------------------------|---------------------------|
| ■ Increased effectiveness | ■ Getting the right tools |
| ■ Engaging physicians | ■ Meeting your needs |

Day 2 – Saturday, 25 April

7:45–8:30 Breakfast and registration

8:30–8:45 Welcome and introductions

8:45–9:30 **Engage physicians in change: successful strategies drawn from multi-national consulting experience** — Jack Silversin, DMD, DrPH, President, Amicus Inc

9:30–10:00 **Life balance in medicine** — Lee Lipsenthal, MD, ABIHM

10:00–10:30 Break

10:30–noon **Workshop session 3**

A. Frustrated with processes that waste limited time and resources? — Sandy Clark and Suzanne Raymond, Lean Six Sigma Certified Black Belts, with GE (General Electric) Healthcare Canada (max. 30 participants)

Objectives

- Introduction to Lean — history, concepts, tools
- Lean application in health care
- Lean simulation — interactive exercise

B. The emotionally intelligent approach to the physician — Lee Lipsenthal, MD, ABIHM

Objectives

- Learn how to understand those whom they work with as well as their own personality.
- Learn how to proceed to engage physicians in a more reasonable and emotionally intelligent way.
- Learn how to keep an even keel while managing difficult interactions.

C. Distributed medical education: engaging the teachers — Galt Wilson, MD, MSc FCFP, Clinical Clerkship Director, Northern Medical Program, Universities of BC and Northern BC

Using the Northern BC experience as a stepping off point, this workshop will explore strategies that promote physician engagement. This will be a very practical, interactive session, covering concrete administrative issues including recruitment, policy development, interagency relationships, staffing, scheduling and payment.

Objectives

- Implement proven strategies for physician engagement in medical education at both the undergraduate and postgraduate level.

D. Modernize professionalism by recreating the compact — Jack Silversin, DMD, DrPH, President, Amicus Inc

All organizations make a tacit “promise” to their physicians about the “gives” and “gets” in their relationship. This session describes how creating an explicit compact between physicians and their organizations can help reshape the definition of professionalism.

Objectives

- Explain the power a tacit traditional compact has to influence behaviour that undermines an organization’s capacity to improve.
- Learn to apply lessons drawn from organizations that have used compact dialogue to help physicians re-balance autonomy with behaviours that drive improved care and organizational success.

noon–1:00 LUNCH

1:00–2:30 **Workshop session 4**

A. Frustrated with processes that waste limited time and resources? — Sandy Clark and Suzanne Raymond (repeat of the morning session) (max. 30 participants)

B. Better performance: the road to success lies in self-awareness — Geoff Rowlands, CEO, Health Care Leaders Association of BC

Objectives

- Learn to distinguish the intrinsic differences between leadership thinking and clinical thinking.
- Understand how to improve diagnosis of potential areas of personal growth and skill enhancement.
- Identify strategies to create effective personal development plans.
- Understand the value add of using a competency framework.

C. Who’s side are you on? The schizoid realities of physicians in administrative positions — Becky Temple, MD, Medical Director NEHSDA, Northern Health and member of the Executive of the BC Medical Directors group; and Alexandra Tcheremenska-Greenhill, MD, Associate CEO, BCMA

Objectives

- Establish a list of the needs and issues of physicians in administrative positions (medical V-Ps, chief medical officers, chiefs of staff).
- Discuss strategies of meeting the needs of physicians in administrative positions.
- Propose venues for action and advocacy on the issues identified.

D. Physicians’ hearts & minds: strategies for successful engagement of physicians within academic health sciences centres — Raj Bhatla, MD, Psychiatrist-in-Chief, Royal Ottawa Health Care Group; James P. O’Brien, MD, V-P, Medical Affairs, Atlantic Health Sciences Corporation; Dr. Keith Rose, Executive V-P, Chief Medical Executive, Sunnybrook Health Sciences Centre; Dr. Owen Heisler, Executive V-P and Chief Medical Officer, Vancouver Island Health Authority

Objectives

- Understand the current major challenges of academic health care organizations.
- Identify the gaps in physician engagement within academic health sciences centres.
- Analyze contributors to the gaps and elements of success when engagement works well.
- Identify strategies of responding to the needs of and improving communication with physicians.

Register today!

For more information, contact

Canadian Society of Physician Executives

Tel.: 613 731-8610 x2254

Fax: 613 731-1779 • carol.rochefort@cma.ca

www.cspexecs.com

Maintenance of Certification Section 1 credits – to be advised
Mainpro-M1 credits – to be advised

See PMI Pre-conference session on the back cover.



Starting 1 February 2009, conference registration can be completed online at www.cspexecs.com

Prescribing quality improvement

P **Thursday, 23 April 2009**

8:00 Networking breakfast and registration

8:30–4:30 Workshop

M
I Capability in quality improvement (QI) science is essential to meeting the challenge of improving outcomes across the system. As physician leaders, you play a key role in engaging physicians in bringing an even greater focus on quality and safety. This 1-day workshop will provide a foundation in quality improvement methods, including an overview of Lean and Clinical Practice Redesign (aka

Advanced or Improved Access) principles, and allow you to explore the opportunities and challenges of engaging physicians through quality improvement.

Speakers

Kishore Visvanathan is Division Head of Urology for the Saskatoon Health Region and Clinical Associate Professor of Surgery at the University of Saskatchewan. His clinical interest is quality improvement and clinical practice redesign. He is project lead for Saskatoon Urology Associates' Advanced Access project.

Katherine Stevenson is Program Director and Senior Quality Improvement Consultant with the Health Quality Council in Saskatchewan. Her responsibilities include developing and delivering quality improvement focused curriculum to health professional students, practicing professionals, and senior leaders in the health system. Her areas of interest include clinical practice redesign, clinical microsystems, interprofessional practice, and transformational leadership.

Learning objectives

By the end of this PMI course, participants will be able to:

- Identify the theory and science of quality improvement and the general principles of several specific QI approaches, including the Model for Improvement, Clinical Practice Redesign, and Lean.
- Identify how QI applies to improving outcomes in your practice and/or leadership setting.
- Understand the opportunities and challenges for physician executives when engaging physicians in QI.



Note: registration is limited so register early!

Conference learning objectives

In face-to-face discussions with colleagues and international experts, participants will have the opportunity to:

- To understand best practices in organizational performance (including introducing lean management concepts, using measurement for results, eliminating organizational “bad habits” and transforming existing organizational models).
- To learn from provincial, national and international best practices on how to successfully engage with physicians in health care transformation.
- To identify areas of improvement for engagement with sub-groups such as physicians in administrative and academic roles and women physicians.
- To share ideas, build relationships and create professional networks.

Why you should attend?

- *Gain current information* on system and institutional management.
- *Network and learn* from peers.
- *Acquire practical tools* to help you grow and succeed.
- Get a feel for *current and future trends*.

Thank you to our contributors and friends!



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