



PHYSICIAN LEADERSHIP™
INSTITUTE

Your Unique Needs and Culture... ...Our Customized Solutions

“When medicine meets leadership everything changes...the culture, the care, the way we collaborate,
and most importantly, the outcome changes.”



A NEED FOR ACTION...

In a survey of 23 Baylor surgical residents, >75% identified a deficit in their knowledge of leadership theory and in specific traits (e.g. conflict resolution); over half reported at most average competence in helping others optimize performance, etc.

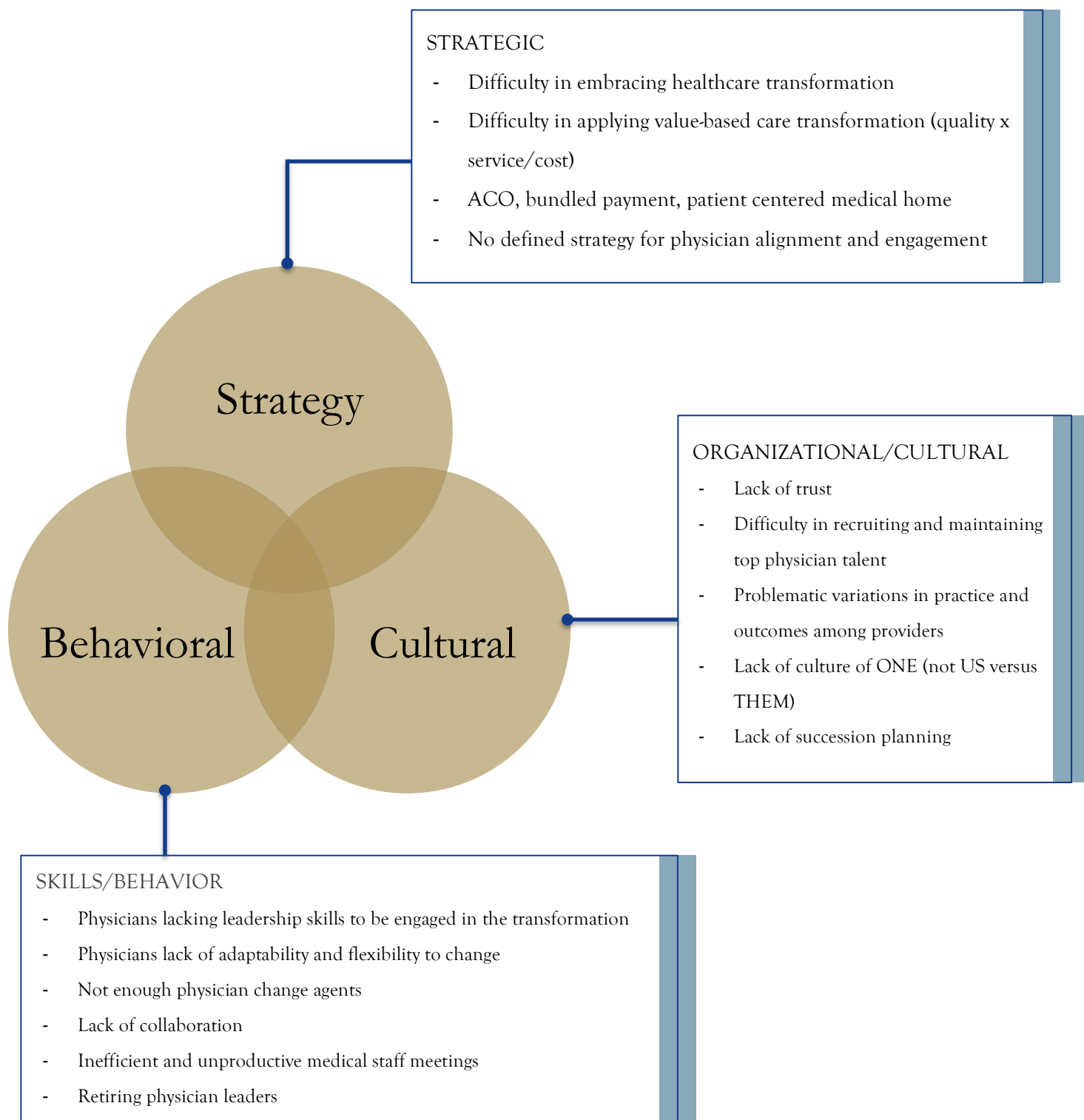
Stoller, J., 2009, JGIM

A growing body of research supports the assertion that effective clinical leadership lifts the performance of health care organizations. A recent study by McKinsey and the London School of Economics found that hospitals with the greatest clinician participation in management scored about 50% higher on important drivers of performance than hospitals with low levels of clinician leadership did.

Castro, J., Dorgan, S., Richardson, B., 2008, McKinsley Quarterly

The Challenge

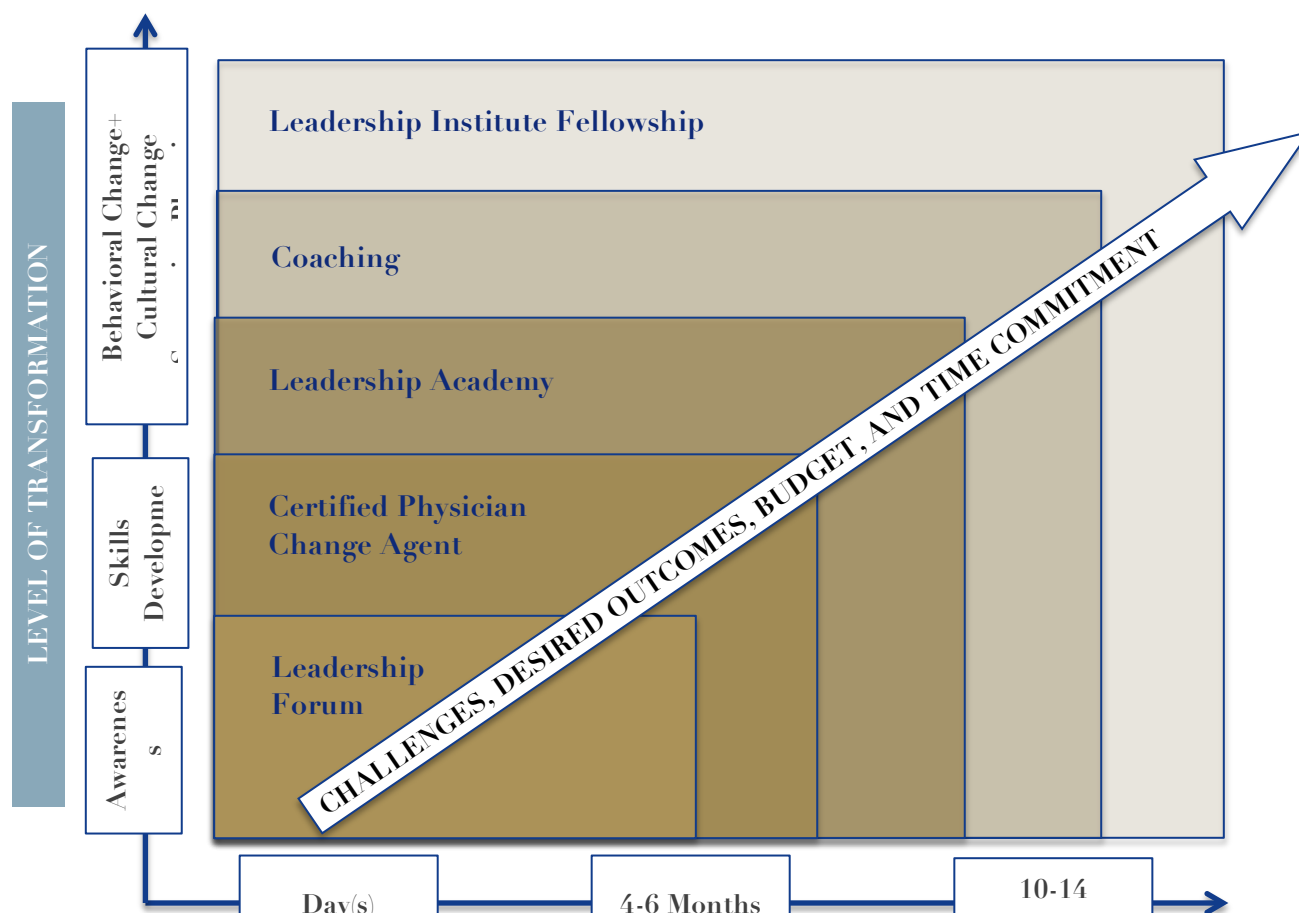
At the Physician Leadership Institute, we find that most challenges facing healthcare institutions fall under 3 broad categories – *strategy, organizational/cultural, and skills/behavior*. Under each of these categories we see a common set of challenges that continually reoccur. It should come as no surprise that many of these challenges are directly related to *physician engagement* or rather, the lack of it. By naming these “symptoms,” we can start the diagnostic process and work through empowering your institution with the right leadership tools and insight on how to overcome all obstacles.



We Offer A Continuum of Leadership Services

We know each of our client-partners has a distinct mission and vision, varying budgets, time constraints, a unique culture, and differing desired outcomes. In addition, we believe every physician and leader has different strength and development areas. Therefore, **there is no “off-the-self” solution** that can meet the unique needs of every physician and healthcare organization. That is why PLI offers a continuum of custom programs that deliver the maximum return on investment for the organization as a whole and the individuals participating in our programs. Here are just a few of our program offerings:

Flexibility and Customization at all levels



Program	Time Commitment	Program Features
Leadership Institute Fellowship	Twelve – Fourteen Months	<ul style="list-style-type: none"> • Orientation Webinar • Comprehensive 360° Assessment Process • Professional Coaching • Personal Development Plan • Customized Curriculum Design • Other Comprehensive Assessment Tools (TKI, DiSC) • Monthly On-site Development Sessions • Customized Conference Events • Strategic Organizational Team Projects • Post-360° Assessment Process
Coaching	Six – 12 Months	<ul style="list-style-type: none"> • One-On-One Coaching Calls • Identification of development needs and learning opportunities • Construction and execution of a personal development plan • Ongoing guidance and support
Leadership Academy	Six- Eight Months	<ul style="list-style-type: none"> • Program Orientation Webinar • Customized Curriculum Design • Comprehensive Assessment Tools (TKI, DiSC) • Bi-Monthly On-site Development Sessions • Optional- Professional Group Coaching
Certified Physician Change Agent	Two and a half day “Bootcamp” or 6 months of individual sessions	<ul style="list-style-type: none"> • Program Orientation Webinar • Program Curriculum Design based on SHIFT Model (Scope, Have a Strategy, Influence, Facilitate, and Transform) • Comprehensive Assessment Tools (TKI, DiSC)
Leadership Forum	1-7 Days (Multiple Formats)	<ul style="list-style-type: none"> • Customized Retreats • Boot Camps • On-Site Sessions • Workshops

Physician Leadership Institute & Fellowship

Delivered as a 12- 15 month program, the Physician Leadership Institute (PLI) is our most comprehensive and transformative offering. Its goal is to transform the leadership capabilities within an organization at all levels. PLI aims to equip leaders with cutting edge leadership tools and practices, enable participants to engage in team collaboration, and provide them access to an elite team of leadership and facilitators.

360° Assessments

An assessment tool designed to provide participants feedback regarding their leadership strengths and areas of opportunity for personal and professional development.

Mentorship and Coaching

Matching participants with a network of accomplished physician and administrator mentors and business coaches who are well-respected members of the medical community.

Networking Opportunities with Other Leaders

Participants learn as much from each other as they learn from the faculty, thereby creating a strong support system and a network of colleagues and friends that will be sustained well beyond the PLI experience.

Simulation-Based, Active Learning

Active, adult learning models are utilized along with simulation-based and experiential learning techniques. Participants are placed into real-life scenarios and are directly responsible for the changes that occur as a result of their decision(s).

Personal Development Plans

Our Personal Strategy Map (PSM) is used to connect individual strengths and development opportunities with the feedback and data collected from a variety of sources, including the 360° Assessment.

Action Learning Projects

Working in cross-functional teams, participants have the opportunity to improve upon strategic, organization-wide issues, and drive tangible results for a return on investment.

Fully customized programs to meet your organization's strategies and needs ...

- Topics aligned with the cohorts' top development areas through our 360° Comprehensive Assessment.
- Customization of the learning and coaching based on participants' individual needs and development plans.
- Sessions are customized to your organization's real life case studies.
- The program also includes a **Physician Leadership Fellowship regimen** - similar to the Accreditation Council

A Glance At PLI's Session Offerings

Leading with Courage	Stepping up with courage to have the tough conversations and confront difficult problems and issues; Aligning values and actions
Strategic Thinking	Assessing terrain – environment, competition, stakeholders; Defining the vision; Maintaining a laser focus on purpose; Setting and communicating clear goals and objectives; Defining scope – determining what to do and what not to do
Effective Communication	Getting your points across clearly and concisely; Recognizing and managing assumptions; Having conversations that result in the desired actions and outcomes; Listening effectively; Communicating with tact and respect
Managing Conflict	Giving corrective feedback; Addressing disagreements and disputes in a constructive manner; Confronting problems respectfully and effectively
Engaging Others	Motivating and inspiring others; Gaining the support and commitment of stakeholders toward a common goal; Connecting with the motivations and concerns of stakeholders; Creating allies
Leading and Managing Change	Defining a clear vision for change; Garnering stakeholder support; Anticipating and overcoming resistance and obstacles; Communicating the need and rationale for change
Optimizing Productivity and Capacity	Managing commitments; Optimizing your time and capacity; Organizational strategies for enhancing efficiency; Know when and how to delegate; Driving results
Physician and Organizational Alignment	Building effective and productive physician/administration partnerships; Gaining physician alignment and support for organizational goals; Aligning all stakeholders around a common vision and objectives
Effective Negotiation	Defining each parties' interests and needs; Creating win-win solutions; Expanding the pool of opportunity; Overcoming negotiation obstacles; Increasing influence in negotiations
Understanding and Leveraging Work Styles	Recognize diverse work styles and personalities; Relate effectively with those whose style differs from your own; Leverage the diverse strengths and personalities within a team to enhance performance and results
Team Work and Collaboration	Strategies for building high-performing team; Understanding and managing the stages of team development; Creating clear team member roles, goals, processes and best practices

Measured Outcomes of the Physician Leadership Institute

Since its inception in 2005, the Physician Leadership Institute has graduated thousands of physicians and healthcare leaders from across the nation. Tangible improvements have been observed in participants' ability to effectively lead by example, drive results, develop internal teams and collaboration, lead change and foster innovation, think strategically and make sound decisions, manage conflict, and communicate with and influence others.

Top Strengths:

A T-test conducted on both pre- and post-360° Assessment group strength ratings indicates that improvements in top strength areas for all participants are statistically significant. Overall, the ratings show that the participants built on their strengths and acquired new ones, such as setting high performance standards to drive results and leading through personal excellence and example.

Improved Skills and High Participant Satisfaction:

Following each session in the program, participants rate their skills and knowledge of the learning objectives before and after each session. On average, participants improve **50% or higher** in all sessions' learning objectives. An average of **8.9 out of 10** is typically reported for the overall effectiveness of the institute. In most cases, **100%** of participants said that they would recommend PLI to others, as well as suggested that the program be offered again as an ongoing organization leadership program.

Skills Improvement and Loyalty (Self-Assessment):

Upon completion of the program, participants have reported some of the following high impact improvement (% improvement in skills, before and after PLI).

- 133% improvement in the ability to lead others.
- 200% improvement in the ability to work in teams.
- 350% improvement in the ability to think strategically.
- 167% improvement in the ability to effectively communicate and influence.
- 325% improvement in the ability to deal with difficult issues and situations.
- 140% improvement in the ability to manage the practice.
- 125% improvement in the ability to impact practice volume/revenue.
- 150% improvement in the commitment to and active engagement in ensuring organization success.
- 250% improvement in loyalty to the organization.

What Our Clients Have To Say About the Physician Leadership Institute...



“The benefits are forming a BOND WITH OTHERS in the class. I believe it has helped me become a more BALANCED PERSON professionally and personally. I have learned to stop and think more before acting.”

“Incredible INSIGHT INTO YOURSELF that you can't find elsewhere.”

“Ability to make changes, to work across departments, to be a PREMIERE PROFITABLE EMPLOYER, to get the best of the best.

Retain the best of the best.”

“VAST IMPROVEMENT in the COHESIVENESS OF Physicians, cooperation between Physicians and administrators, and attention to culture and strategy of the clinic.”

“INCREASED KNOWLEDGE on how to EFFECTIVELY COMMUNICATE, solve problems, deal with difficulties.”

EYE OPENING, about how your behavior impacts others and how best to work with others. Also, how to be more effective in your role by working smarter.”

“Cultural change, ability of Physician to think beyond themselves. BREAKING DOWN WALLS. forming

What is different about The Physician Leadership Institute?

- ∴ Built by physicians for physicians
- ∴ Credible, academic, and practical program
- ∴ On-site program maintains physician and leader productivity
- ∴ High-impact, comprehensive development format
- ∴ A customized curriculum for each cohort
- ∴ Organization-based projects with a tangible return on investment
- ∴ Personalized development plans
- ∴ Sustainable transformation in leadership behaviors
- ∴ Practical, simulation-based active learning
- ∴ Measured results with pre- and post- 360° Assessment process
- ∴ Built on years of experience in developing physician leaders
- ∴ Documented results in competency and behaviors improvement
- ∴ Sustainable leadership network
- ∴ Graduates take on greater leadership roles with confidence
- ∴ Continuing Medical Education (CME) credit available





A Few of our Speakers



Jeff Bauer, Ph.D.
Health Futurist and Medical Economist

Dr. Bauer is a nationally recognized health futurist and medical economist. In his numerous publications and presentations, he forecasts the future of health care and describes practical, creative approaches to improving the health care delivery system. He is the author of 17 books and over 200 articles on the future of health care. Dr. Bauer served 20 years as medical school professor and health policy adviser to the state governor. He is the former VP for Health Care Strategy for two Fortune-500 companies.



Mohamad (Mo) S. Kasti, MS, MBB, MCA
Chief Executive Officer
Center for Transformation and Innovation

Mohamad (Mo) Kasti is the Chief Executive Officer and founder of the nationally renowned Physician Leadership Institute. He has been a leader in healthcare transformation with more than 25 years of experience in healthcare and leadership. Mo's previous roles include Chief Transformation Officer and Chief Operating Officer (COO) for USF Health where he facilitated the "transformation of DNA of Healthcare" by integrating the Colleges of Medicine, Nursing, Public Health, and the 400 Physicians Group into USF Health. Prior to joining USF, Mo held successful leadership roles with General Electric Healthcare (NYSE: GE).



Stephen K. Klasko, M.D., M.B.A.
President,
Thomas Jefferson University
President and CEO,
TJU Hospital System

Stephen K. Klasko, M.D., M.B.A is bridging the art and science of medicine and healthcare information technology with twenty-first century business and administrative changes through a unique background of academic and administrative medicine, entrepreneurial clinical practice, and business and leadership training. He is the former CEO of USF Health and Dean of the College of Medicine at the University of South Florida.

Margie L. West, M.Ed., M.A.
Senior Leadership Development Facilitator
Center for Transformation and Innovation



As a Senior Leadership Development Facilitator with the Center for Transformation and Innovation, Margie West facilitates practical workshops in business communication, team and collaboration effectiveness, and leadership. Margie has 20 years of experience as a learning and performance consultant. She has served as an internal learning and organization development leader with Fidelity Investments, the University of South Florida, and Catalina Marketing Corporation, and has facilitated performance improvement initiatives for business, education, and healthcare.

Innovation Institute

Fear of failure, lack of an innovative culture, lack of trust... whatever the challenge that is keeping your organization from reaching its innovation goals, PLI can help. We work with companies and entrepreneurs to bridge the gap between innovation strategy and execution, and accelerate the transformation of ideas into results.

- Innovation Institutes and Academies
- Innovation Workshops, Retreats, and Boot-camps
- Innovation Strategy Development

We take a multidisciplinary approach to innovation. Together with our other institutes, the Leadership Institute and the Strategy Institute, we employ proven methods to help transform the DNA of an organization and its culture of innovation.

Terrain- Based Strategy Mapping™

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Based on the ancient wisdom and practices of the “Art of War”, by Sun Tzu, CTI has created the Terrain-Based Strategy™ (TBS) mapping system that enables individuals, teams, and organizations to explore opportunities in strategy planning and execution.

Administered as a 2-day retreat or as a Multi-Session program

CTI’s Terrain-Based Strategy Mapping covers a 5-step process to maximize the development and execution of your strategy:





PHYSICIAN LEADERSHIP INSTITUTE



International Presence: Note

Pictured:

- Lifeline Hospital, Dubai, United Arab Emirates
- Team International, Beirut, Lebanon
- Dorra Group, Giza, Egypt
- Gansu Provincial Hospital, Gansu, China

A FEW OF OUR CLIENTS



A Publication by Mo Kasti, On Bookshelves

Physician LEADERSHIP

The Rx For Healthcare Transformation

*“When MEDICINE
meets LEADERSHIP
everything changes...
the CULTURE,
the CARE, the way
we COLLABORATE,
and most importantly,
the OUTCOME
changes.”*



Founder, The Physician Leadership Institute



For a detailed look inside The Physician Leadership Institute™ Program
VISIT WWW.PHYSICIANLEADERSHIP.ORG

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