Alphabet Soup: Making Sense of Advanced Degree Options for Healthcare Executives - Panel Discussion

In this session, listen to healthcare executives from around the country, representing a diverse panel of advanced degree graduates, discuss how they chose which advanced degree to pursue, how their degree has (or hasn't) helped their career, and what they've learned from the experience.

Learning Objectives

At the conclusion of this session, participants should be able to:

- Evaluate options for advanced degrees for healthcare leadership careers
- Compare pros and cons of each advanced degree as they relate to personal executive career goals
- Formulate a plan of action for deciding if, and what, advanced degree to pursue

Being Authentically You: How to Build and Communicate Your Leadership Brand

Elon Musk, Betty White, Shaquille O'Neal, and YOU! Though you may not have as much air time or as many followers as a celebrity, you too have a personal brand and reputation. Take ownership of your personal brand and executive leadership future by following these tips!

Learning Objectives

At the conclusion of this session, participants should be able to:

- Assess one's own current personal leadership brand and reputation
- Identify potential risks to personal branding when using social media platforms
- Develop a plan of action for building and/or improving one's own personal leadership brand

Building Engagement: Rebounding Engagement After a Crisis

Ochsner Health was an early hotspot during the initial COVID-19 surge and was impacted by each subsequent surge across its health system. Its geographical location also left the area vulnerable to multiple named storms and significant damage and impact from Hurricane Ida in 2021. This session talks about leading through a crisis (or multiple) and how to rebuild stronger than before. Despite the many setbacks, Ochsner maintained on a path of growth, financial sustainability, and even managed to improve the APP engagement in winter 2021.

Learning Objectives

At the conclusion of this session, participants should be able to:

- Discuss key lessons learned from leading during a crisis
- Manage APP growth while maintaining engagement
- Describe the factors that impact turnover
- Recover and rebuild again

Disrupting the Status Quo to Address the Workforce Crisis Through PA and NP Leadership

The current healthcare landscape is full of challenges, from a growing workforce shortage to an increasing aging population, to a rise in chronic comorbidities. Both PAs and NPs are poised to solve these problems and improve patient access to team-based, patient-centered care. During this session, AAPA and AANP will discuss how their organizations are working together to advocate for changes that prioritize patients – and why every PA and NP should help to disrupt the status quo.

Learning Objectives

At the conclusion of this session, participants should be able to:

- Describe the current challenges facing the healthcare system
- Explain how PAs and NPs can help to address the workforce crisis
- Discuss the importance of team-based care
- Explain the importance of PA and NP leadership

Driving APP Billing Performance

This session provides the APP leader with the understanding of common billing terminology and the basics of how a typical patient encounter is attributed (i.e., performing versus billing provider). The session will discuss the stakeholders involved in building a unique APP billing algorithm for your center or modify your current billing instructions to achieve optimal attribution. A sample dashboard will be discussed that highlights key metrics for productivity, access, and quality in order to drive successful APP/physician team practice.

Learning Objectives

At the conclusion of this session, participants should be able to:

- Review common billing terminology and the basics of APP billing attribution
- Explore options for building an APP/physician billing algorithm
- Discuss how to build an APP financial dashboard

Emerging Leader: Credentialing and Privileging: Why Does It Take So Long?!

Healthcare organizations are responsible for ensuring that all practitioners that provide patient care, treatment, or services are qualified and competent prior to granting clinical privileges. The organization is also required to monitor ongoing competence and to ensure practitioners maintain compliance with all system/hospital bylaws, policies, and code of conducts.

Learning Objectives

At the conclusion of this session, participants should be able to:

- Explain the governance of the organized medical staff and what that means for PAs
- Describe the credentialing requirements, privileging and competency criteria, and why the process takes so long
- Recognize 'red flags' and illustrate how to address them during the credentialing process or during the ongoing monitoring process

- Identify solutions to help avoid delays

Emerging Leader: Effective Interview Skills

This session will cover why interviews are important to being an effective leader and how to get the best out of an interviewee. We will also discuss what you can and can't ask and how to avoid unconscious biases. The session will provide guidance on the different types of interviews you can conduct and how to be sure you are selecting the very best candidates.

Learning Objectives

At the conclusion of this session, participants should be able to:

- Discuss why we interview
- Describe what we can/can't say
- Illustrate how to move along questioning
- Discuss how to avoid unconscious bias/diversity recruiting

Emerging Leader: Patient Experience: Person-Centered Care, Empathy, and Inclusion

Participants will learn about the foundations of an optimum consumer and patient experience, as well as best practices proven to improve patient satisfaction. There will be a focus on reconnecting with our sense of purpose in healthcare in a post-COVID climate and how to rebuild employee engagement in a patient-centered framework.

Learning Objectives

At the conclusion of this session, participants should be able to:

- Provide an overview of consumer and patient experience
- Discuss patient experience best practices
- Reconnect with your sense of purpose

Emerging Leaders: Mentorship and Sponsorship

Successful clinical leaders benefit from both mentorship and sponsorship. Both mentorship and sponsorship help build person-centered cultures, from nurturing high potential leaders to addressing diversity and inclusion and succession planning. While mentorship and sponsorship share some similarities, they are not interchangeable and can serve unique purposes in the development and career advancement of clinical leaders. Understanding the differences and goals of mentorship and sponsorship can help you design an individualized career development plan suited for each stage in your career and your personal leadership goals.

Learning Objectives

At the conclusion of this session, participants should be able to:

- Describe similarities and differences between mentorship and sponsorship
- Discuss the role of a mentor

- Discuss the role of a sponsor
- Recognize the importance of mentorship and sponsorship for clinical leaders

Executive Leader: Change Management/Handling Changes As A Leader
Change is inevitable in modern healthcare environment. The faculty will review some basic change science as well as tips and tricks to implement change in a hospital setting.

Learning Objectives
At the conclusion of this session, participants should be able to:
- Describe the different phases of adoption to change
- Explain the common barriers to change
- Describe methods to limit or decrease barriers to change

Executive Leader: Essential Skills for Strategic Planning
Love it or hate it, strategic planning is a process most organizations engage in to anticipate and prepare the future, establish shared goals, and guide work towards achieving those goals. As a leader in your organization you have an opportunity to drive change and results through strategic planning processes. This session will provide an overview of common approaches to strategic planning, key considerations to make the most of each stage of the process, and resources you can use to facilitate and lead these efforts in your organization. You'll also have an opportunity to discuss emerging trends with your peers to kickstart environmental scanning efforts.

Learning Objectives
At the conclusion of this session, participants should be able to:
- Describe common approaches to developing and implementing a strategic plan
- Identify key stakeholders to include in the strategic planning process
- Discuss emerging trends and drivers of change to include in environmental scanning activities
- Identify resources to support and facilitate leading strategic planning activities

Executive Leader: Project Management Principles or…. How to Get Things Done!
This session will provide you with the essentials of project management - from how to create a proposal or business case to clearly defining the scope of a project to executing and closing out the project. You will also learn how to set clear expectations and manage change that a new project brings.

Learning Objectives
At the conclusion of this session, participants should be able to:
- Create a project proposal
- Discuss the project lifecycle and phases
- Illustrate how to organize a project
- Set clear expectations

- Describe behavior change management - leading change

Executive Leader: Value-Based Care (VBC): Understanding How to Drive Value for Your Organization
Understanding the value proposition for value-based care and population health is a critical step to becoming an effective leader in today's healthcare environment. It will help you understand the financial levers at your practice or institution that drive both quality care and financial success.

Learning Objectives
At the conclusion of this session, participants should be able to:
- Discuss the basic definitions, advantages, and challenges of the spectrum of payment types/models
- Demonstrate basic knowledge of ROI anatomy as they relate to VBC
- Demonstrate proficiency in selecting appropriate organizational and operational metrics

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Financial Planning for Organizational Growth
This session will cover key concepts of financial planning for organizational growth.

Learning Objectives
At the conclusion of this session, participants should be able to:
- Identify, define, and discuss key healthcare management finance and accounting concepts
- Describe the basic concepts of revenue cycles, working capital management, and budgeting
- Use financial reports for management decision making
- Learn about future healthcare trends that affect financial outcomes

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Medicare Billing Policies That Affect PA and NP Practice
This session will review key Medicare and commercial payer billing policies affecting PA and NP practice and how (and if) certain billing mechanisms, such as split (or shared) and "incident to" billing, should be utilized. Important considerations in measuring PA and NP value and productivity will also be discussed. Participants will gain an understanding of how PAs and NPs contribute toward value-based payments.

Learning Objectives
At the conclusion of this session, participants should be able to:
- Review Medicare billing policies that affect PA and NP practice
- Recognize the value and benefits of "independent billing" for PAs and NPs
- Optimize PA and NP practice and demonstrate value and productivity
- Debunk some of the billing and practice myths that hinder efficient PA and NP practice

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Post-COVID Productivity: The 3 Must-Do's to Boost Team Efficiency While Saving 10 Hours a Week
Physical and mental exhaustion leads to more medical mistakes from slower reaction time, unable to pay attention to details, and being easily frustrated with others. As healthcare professionals, we do not mind working hard, but we do mind when we are not being able to perform to our top potential, do not receive appreciation for our work, and do not feel that we are moving forward in life. In fact, fatigued workers lose 5.6 hours of productive time per week. Can you afford to lose 5.6 hours per week? The good news is, that busy healthcare professionals, like you, can live and function in your desire zone instead of the distraction, disinterest, or discouragement zone. Listen to this session to create endless momentum, ditch willpower, and boost mental immunity, so you can enjoy a double win in your career and life.

Learning Objectives
At the conclusion of this session, participants should be able to:
- Gain clarity in your team's growth outcome
- Not rely on willpower and reboot your mental immunity
- Leverage the right resources in the right place

Ready, Set, Go: Virtual Care Service Design for Today, Tomorrow, and Beyond
Telehealth and telemedicine, aka "virtual care" is here to stay, yet questions abound regarding longevity of current telehealth policy and reimbursement, which has been enabled largely by the COVID-19 public health emergency. Savvy providers and healthcare systems will see this as an opportunity rather than a burden, and will use this moment to further their investment in this area of care. In doing so, they will strengthen their patient value proposition, improve patient access, satisfaction and outcomes, all while improving business metrics and differentiating themselves in a sea of competing healthcare organizations. In this session, participants will consider the importance of developing a long-term telehealth strategy fit to their practice environment today, and in the coming years. They will seek to design, implement and scale telehealth services with an eye towards value, patient outcomes and provider satisfaction, some of the fundamental components of the healthcare quadruple aim.

Learning Objectives
At the conclusion of this session, participants should be able to:
- Identify key endpoints for implementing telehealth in their practice setting
- Develop a roadmap for scalable telehealth service delivery
- Recognize important barriers and opportunities in their telehealth service design and implementation

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Reimaging Leadership: Leveraging Your Team's Potential
This session will allow participants to reflect on identity development and how different identities intersect. We will examine the dimensions of identity diversity and how to leverage the strength of diverse teams. We will explore how some team members' identities are centered within every team,

and others are pushed to the margins. Finally, participants in the session will generate where they have a sphere of influence and how this can be cultivated in a specific health equity leadership action plan.

Learning Objectives
At the conclusion of this session, participants should be able to:
- Reflect on identity development and center/margin theory
- Describe the dimensions and value of diversity
- Create inclusive leadership action plan to promote health equity

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Structure, Culture, and Time: A Triad of Retention Strategies
This session will cover strategies for PA retention.

Learning Objectives
At the conclusion of this session, participants should be able to:
- Identify triggers for PA attrition
- Describe the benefits of a well-defined PA leadership structure on PA retention
- Describe the impact of work culture on PA retention
- Illustrate the value of quality time spent with PA staff

What's Next for PAs in Leadership, or What Happened After the Dog Finally Caught the Car?
In 2023, it is now considered commonplace for PAs to be in high level health system leadership roles. But this was not always the case, and advanced practice providers of all types were not recognized in these roles. In this session, we will discuss the history of health system leadership development for PAs and identify pioneers who helped to break the ground for the modern era. The faculty will also explore how health systems have developed and evolved different management and reporting structures for their PAs and advanced practice providers.

Learning Objectives
At the conclusion of this session, participants should be able to:

- Articulate a brief history of PAs and other advanced practice providers leadership development events
- Review and discuss APP leadership and management structures at health systems and future states of roles
- Identify key PAs who broke ground by ascending into prominent health system leadership positions