

EXECUTIVE CERTIFICATE IN HEALTHCARE DELIVERY MANAGEMENT

Designed especially for Healthcare Professionals

▶ **Management & Legal Issues**

November 12–14, 2004

▶ **Finance & Accounting**

March 11–13, 2005

▶ **Marketing & Promotion**

July 15–17, 2005

▶ **Leadership**

November 11–13, 2005

Executive Programs



*Offered in collaboration
with the Medical Society
of the State of New York.*



EXECUTIVE CERTIFICATE IN HEALTHCARE DELIVERY MANAGEMENT

Understanding the business as well as the clinical aspects of medicine is essential to physicians and health care professionals in today's rapidly changing, competitive medical industry. Sound business acumen is key to effectively leading management teams, medical practices, and health-care organizations.

Approved by the Medical Society of the State of New York (MSSNY), this Executive Certificate Program focuses on fundamental business principals from a healthcare perspective. Designed by healthcare professionals for healthcare professionals, it addresses the needs of physicians in private and group settings as well as managers assuming additional responsibility in practices or organizations.

MODULES

Management & Legal Issues

18 CME Category 1 credits

November 12–14, 2004 (3 days)

Managing your practice or organization brings myriad challenges in the healthcare business. The following areas will be addressed to help meet these challenges:

- Managing people to managing change
- Analyzing the quality and efficiency of your service processes to planning employee compensation
- Preparing for a merger to analyzing the next managed care contract
- Managing teams, meeting effectiveness and effective communication

You will enhance your ability to formulate a strategic vision including topics such as industry structure, competitor analysis, firm competencies and the "art" of strategy. You will learn to detect and solve business problems using useful problem-solving tools.

You will return to your office refocused with a new perspective on the art and science of management.

Finance & Accounting

18 CME Category 1 credits

March 11–13, 2005 (3 days)

Finance and accounting are the language of business and form the basis of vital management tools.

In addition to patient care, you now must focus on the financial health of your practice or institution. This module will answer the following questions:

- What should you look for when reading a financial statement?
- How can you use cost and financial data to make better operational decisions?
- Do you know the language through which your financial staff communicates?

Specifically for non-financial managers in a healthcare environment, this course provides the knowledge you need to participate in financial planning and decision-making.

Marketing & Promotion

18 CME Category 1 credits

July 15–17, 2005 (3 days)

Success in today's increasingly competitive environment requires healthcare professionals to be highly sophisticated in the use of modern marketing techniques.

Through the use of the following state-of-the-art tools and techniques you will gain a competitive advantage in all sectors of the healthcare economy:

- Customer-Driven Goals
- Strategic Partnerships
- Perceptual Mapping
- Market Positioning

This module is designed to make marketing a strategic competitive tool in your management skill set. Through a combination of lectures, case studies and team-based activities you will learn the principles of marketing as well as the skills to apply them to help meet your organization's overall goals.

Leadership

18 CME Category 1 credits

November 11–13, 2005 (3 days)

You will learn how to leverage other's skills in ways that maximize your success and the success of your organization. You will also learn the major roles of effective leadership in terms of vision, consensus building and execution of strategies.

This module will equip you with the knowledge and skill you need as a leader to:

- Make high quality decisions
- Define problems
- Negotiate solutions

Effective leaders need to be cognizant of how they and others think and act. Through the use of diagnostic tools, we will help you evaluate your management and decision styles.

PROGRAM FACULTY & STAFF

Paul R. Brown, Ph.D., C.P.A.

Professor of Accounting at NYU Stern School of Business and serves as Academic Director of the TRIUM executive MBA program. Professor Brown publishes in a wide range of academic and professional publications. He has written two books that are used extensively in academics and training.

Jeffrey A. Carr, M.B.A.

Adjunct Associate Professor of Marketing at NYU Stern School of Business and a member of the faculty of the College of Insurance in New York City, his consulting work is in the area of strategic marketing analysis and market planning.

Ronald C. Goodstein, Ph.D.

Associate Professor of Marketing at the McDonough School of Business at Georgetown University. His areas of interest include strategic marketing, building brand equity, and integrated marketing communications.

Wesley J. Micket, M.S.E.E., M.B.A.

Has held, over the past twenty years, a variety of management and corporate planning positions with Eastman Kodak Company. He has lectured on strategic planning throughout the United States and in Europe.

Richard M. Popovic, M.B.A.

As President, he is responsible for all operations of Indelta Learning Systems, LLC. He brings twenty years of corporate management, strategy and training experience plus ten years experience as an Associate Dean for Executive Programs at the Simon Graduate School at the University of Rochester. His lecturing and consulting interests are primarily in team theory and management.

Gary K. Richardson, M.A.

Brings over 20 years experience in organization development, general line management, training and management consulting. He has consulted to senior and middle management on strategic planning and worked at the top levels of business units to help establish purpose/ mission, and with middle and lower levels to align their efforts.

Michael Schoppmann, J.D.

Principal in the firm of Kern, Augustine, Conroy & Schoppmann. He specializes in the litigation of diverse healthcare matters; representation of physicians before state licensing bodies, peer review organizations and hospital medical staff committees; counsel to physicians and other healthcare providers on mergers and acquisitions, group formation, managed care, antitrust, restrictive covenants, discrimination, disability and other health law issues.

Course Director

Ann W. Wallace, M.S.

As Vice President, Healthcare Products for Indelta Learning Systems, LLC, she works with MSSNY and other healthcare professionals to ensure the course content is up-to-date and accurate.

Program Cost

Member of a state medical society: **\$1,980 per module**

Non-member: **\$2,200 per module**

*20% discount for prepayment for the entire program
(\$1,584 per module for members and \$1,760 for non-members)*

Group Discount Pricing

The effectiveness of this program is enhanced by the participation of several individuals from an organization. We are pleased to offer group discounts to two or more participants from one organization. For more information, call (585) 389-6146.

Location

**New York University
Stern School of Business
Henry Kaufman Management Center
22 West Fourth Street
New York, NY 10012-1126**

TO REGISTER

Please complete the enclosed registration form and register

online at:

www.IndeltaLearning.com/NYUHDM/Register

or send via **fax to: (585) 389-6199**

or send via **mail to:**

NYU-MSSNY Executive Certificate

160 Linden Oaks, Suite E

Rochester, NY 14625

For additional information or registration details, contact:

Meredith Gifford-Morath

Manager, Inside Sales, Indelta Learning Systems, LLC

Toll Free: (866) 738-7893

Enrollment in this program is limited and early registration is encouraged.

Accreditation

CME Accreditation/AMA Category 1 Credit

The Medical Society of the State of New York is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to sponsor continuing medical education for physicians.

MSSNY designates each module in this continuing medical activity for a maximum of 18 category 1 credits towards the AMA/PRA (Physician's Recognition Award). Each physician should claim only those hours actually spent in the educational activity.

Schedule

On site registration will take place between 7:45 a.m. and 8:20 a.m. the first morning of the course. The daily schedule is from 8:30 a.m. to 4:00 p.m. Continental breakfast daily at 7:45 a.m.

Refund Policy

Recognizing the complexity of the schedules of healthcare professionals, we have implemented the following refund policy in the event you must withdraw from a confirmed module registration.

If you need to cancel 30 or more days prior to the course date, 100% of the fee is fully refundable or is transferable to a future module within the Executive Certificate in Healthcare Management.

Less than 30 days, 100% of the fee is transferable to a future module. Generally there is no refund within 30 days, however, under extenuating circumstances every effort will be made to accommodate your needs.

Tax Deductibility

Fees not reimbursed by your employer, may be deductible from your federal and state income taxes. This deduction may be subject to certain limitations. It is suggested you contact your tax advisor for specific information.

Accommodations

Reservations and the cost of lodging are the responsibility of the attendee. A block of rooms will be reserved at a nearby hotel for participants at a discounted rate. Information on class location, hotel accommodations, parking and maps will be sent with your registration packet.

Services for the Disabled

Please contact Indelta Learning Systems, LLC at 585-389-6146 if special arrangements are needed.

Additional Programs

Based on feedback from MSSNY members, we are pleased to announce that we will soon have exciting new module offerings.

Customized programs will soon be available to address the unique challenges of your individual group or healthcare organization. After a thorough needs-assessment, we will design an interactive program to enhance the effectiveness of your organization.

Some of the new modules being added to our schedule will address such areas as:

- New York legal issues
- Quality control issues
- Human resource and management issues
- Team building
- Managing change
- Communication and negotiation skills

For information on how your group can participate, or if you have additional program requests, call (585) 389-6146.

The NYU Stern School of Business

Located in the crossroads of global business, New York City, the NYU Stern School of Business has been developing business executives for over 100 years. NYU Stern's real-world approach enables professionals to gain practical tools for immediate application with minimal time away from the office. With New York City as our campus, and our access to Wall Street and the world stage in finance and business innovation, participants are drawn to NYU Stern from a wide range of industries and locales around the world. Participants exchange ideas and network with global peers and take a step towards being a member of the larger Stern Alumni community.

**New York University,
Stern School of Business
Henry Kaufman Management Center
44 West Fourth Street
New York, NY 10012-1126**
Within the US **(888) 698-3932**
Outside the US **(212) 998-0270**
Fax **(212) 995-4222**
E-mail **executive@stern.nyu.edu**
Web **www.stern.nyu.edu/executive**





Executive Programs

Healthcare Delivery Management APPLICATION

Module name (please circle): Leadership Management & Legal Finance & Accounting Marketing & Promotion

Module dates _____

Mr. Mrs. Ms. Dr. First name _____ M.I. _____ Last name _____

Name as you would like it to appear on I.D. badge _____

Title _____ Years in present position _____

Organization _____

Business address _____

City _____ State _____ Zip _____ Country _____

Business phone _____ Fax _____ E-mail _____

Home address _____

City _____ State _____ Zip _____ Country _____

Home phone _____ Fax _____ E-mail _____

Where do you prefer to receive your registration materials and future NYU course notifications? (please circle) Business Home

Emergency contact name _____ Telephone _____

What prompted you to enroll in this program? _____

Organization type (please circle) Public Private Government Non-profit

Why did you choose NYU Stern School of Business? _____

How many people do you manage? _____ < 10 _____ 11-25 _____ 26-50 _____ 51-100 _____ >100

Please let us know how you became aware of this program:

- I received a MSSNY publication/mailing: _____
- I have attended programs at Stern in the past (program): _____
- I was referred by a friend or colleague who attended a Stern program (name): _____
- It was recommended by Human Resources Division Head NYU Faculty
- I saw a printed advertisement (publication if you recall): _____
- I saw an ad on the Internet (site if you recall): _____
- I found it on the Internet via search engine _____
- I received an unsolicited mailing _____
- Other: _____

Person responsible for leadership development/continuing medical education in your organization:

Name _____ Title _____

Address _____

City _____ State _____ Zip _____ Country _____

Phone _____ Fax _____ E-mail _____

Refund Policy

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Less than 30 days, 100% of the fee is transferable to a future module. Generally there is no refund within 30 days, however, under extenuating circumstances every effort will be made to accommodate your needs.

PAYMENT INFORMATION

To register online, visit
www.IndeltaLearning.com/NYUHDM
Register online and receive a \$20 discount.

To register by mail or fax, please send both pages of the registration form to:

NYU-MSSNY Executive Certificate
160 Linden Oaks
Rochester, NY 14625
Fax: (585) 389-6199

Class sizes are limited and early registration is encouraged. While you may register at any time, a place cannot be guaranteed prior to receipt of full payment.

Contact Us:
Toll Free: (866) 738-7893
E-mail: Info@IndeltaLearning.com

Module name _____ Fee _____

The fees for this course will be paid by/should be billed to:

Me My organization

We welcome business checks, wire transfer, Visa, MasterCard or American Express. The course fee covers materials, breakfast, lunch and refreshments.

Please circle: Visa MasterCard American Express

Account # _____ Exp. date _____

Name on card _____

Signature of cardholder _____

Is this a company credit card? Yes No

Business check enclosed made payable to: **Indelta Learning Systems, LLC**

Please bill me and send invoice to:

Name _____ Title _____

Address _____

City _____ State _____ Country _____ Zip _____

Phone _____ Fax _____ E-mail _____