



CMO and Clinical Leaders' Course
Risk Management – How to minimize your risk as well as your clinic’s risk leader – what role to you take on. Is this supposed to read ‘What role do you assume?’
Quality Improvement - Quality—Strategies and Tactical considerations for Clinical Quality (includes internal committee structure, oversight, improvement strategies, metrics, etc.)
Clinical protocols and competencies —identifying clinical protocols as well as measuring, monitoring, and enhancing them.
Clinician Compensation and Retention Strategies – Setting up a bonus structure; how to keep them engaged and growing; how to be the employer of choice when your budget isn’t as big as the next guy’s!
Leadership –How can being a good leader create a successful center/organization?
Succeeding during periods of Growth & Change –Challenges of entering growth mode or acquisition
Recruitment and the Interviewing Process – Recruitment Strategies and interviewing skills to make the best hire
Throughput/Process Management - Using technology and process redesign to create a patient centric model of care—from the first call to the ‘last call’
What they didn’t teach you in Medical School - Financial oversight, compliance and regulatory updates, benchmarking, metrics, HR regulations, Culture, building a team, increasing revenue , etc.
What does Operations need from the Clinical Leader and vice-versa? This session could have a COO and CMO of an organization talk about how they communicate their needs to one another.
Peer-to-Peer Conversations – One of the biggest challenges of being a clinical leader is how to talk to your colleagues Not about ‘practicing medicine per se but moreover, having the ‘difficult’ conversation, ‘need you to see more than 1-2/hour, need you to document differently, etc. This presentation will talk to this group on skills and tactics to having these conversations.
New Services: Enhancing your Revenue Stream Track – looking for UC Owners to discuss their successes/failures stories of adding new Revenue Streams
Wellness Programs – Smoking Cessation, Diet Programs, etc.
Cosmetic Services – Botox, fillers, anything else that applies
Products – Do you sell a product in your center that has been successful?
Other: Do you do something else that you would like to share?
The Multi-Generational Workforce Track – To offer an entire track dedicated to team-building principles that reinforce the positives of creating an effective generational workforce. Offering different workforce perspectives from differing generations, we hope to tackle:
Recruitment & Retention: Focusing on all generations
What makes the Different Generations Tick and how to use this information to create a successful and happy workforce
Marketing (Internal & External)
Technology: Bridging the Gap in the UC Setting
How to stay Relevant in the Workforce or How to Help Keep your Employees Relevant in the Workforce
Communications (Best forms of communication for different people – DISK training?)
Leadership – So your boss is a Millennial, now what? (Address leadership from both sides of the desk)
Other Topic Ideas:
Hurricane Harvey Update: One Year Later