

Hospital Council of East Central Michigan Annual Spring Trustee Forum  
presents

**Physicians & Executives Partnering to  
Create Superior Performance**

Thomas Atchison: Presenter

**April 17, 2018**

9 a.m. to Noon, Followed by Lunch

Zehnder's Restaurant Main Dining Room  
730 S. Main Street, Frankenmuth, Michigan 48734

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**Physicians & Executives Partnering  
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By  
**Thomas A. Atchison, EdD**

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# Physicians & Executives Partnering to Create Superior Performance

## Program Overview:

Changes in healthcare delivery are challenging physicians and executives. However, success can be achieved when attention is focused on the hard realities of the healthcare environment and practice soft-skill strategies for building trust. In this seminar, attendees will learn ways to reconcile the business objectives of healthcare with the transcendent values at the heart of clinical care for your organization. The program also offers insights on how clear communication can eliminate false operating assumptions and beliefs, leading to a better understanding between physicians and healthcare executives and leaders, that will result in achieving your business objectives.

## Objectives:

- Understand how to create strong relationships as the cornerstone of sustainable partnerships.
- Examine the importance of and differences in corporate culture and physician culture.
- Develop and implement successful strategies for leading through change and building trust.
- Discuss the facts and fiction regarding the current market changes including clinical needs, revenue sources and population health management.

## Target Audience

This program is an education forum for hospital board members, health care executives, physicians, other health care providers/professionals.

## Presenter



**Thomas A. Atchison, EdD**, is president and founder of Atchison Consulting, LLC in Le Claire, Iowa. Since 1984, he has consulted with healthcare organizations on managed change programs, team building and leadership development. He has written and been featured in a number of articles, audiotapes and videotapes about motivation and managed change. His books include *Leading Transformational Change: The Physician-Executive Partnership*, *Leadership's Deeper Dimensions: Building Blocks to Superior Performance*, and most recently, *Leading Healthcare Cultures: How Human Capital Drives Financial Performance*

## Disclosure

The planners and speaker disclose they have no relevant financial relationship with commercial interests.

## Continuing Education

In addition to the 2 Face-to-Face (ACHE education) credits assigned to the ACHE programs, ACHE is accredited by the Accreditation Council for Continuing Medical Education. For this seminar ACHE designates this live activity for a maximum of 2.0 *AMA PRA Category 1 Credits™*. Physicians should claim only the credit commensurate with the extent of their participation in the activity. ACHE will provide a form (to claim CME) for participants to complete and return to ACHE upon their completion of the program.

# HCECM Annual Spring Trustee Forum

April 17, 2018

Zehnder's Restaurant Main Dining Room

730 S. Main Street, Frankenmuth, Michigan 48734

## Program

- 9:00 - 9:45 a.m. Sign-in, Refreshments, Networking
- 9:45 a.m. Thomas A. Atchison, EdD,
- 10:45 a.m. Break
- 11 a.m. Thomas Atchison, EdD
- 12 p.m. Lunch (Included in Fee)

## Cost

- \$89 for Non-members
- \$70 for HCECM Associate Members
- \$60 for HCECM Member Employees

## Registration

- Online: [www.hcecm.org](http://www.hcecm.org) (home page: HCECM, Event Registration)
- Fax: (989) 891-8161
- Mail: HCECM, 315 Mulholland Street, Bay City, MI 48708
- Email: [info@hcecm.org](mailto:info@hcecm.org)
- Registration Deadline: April 10, 2018 (No Refunds After Deadline)
- Questions: (989) 891-8810



## Event Registration Form

Annual HCECM Spring Trustee Forum—April 17, 2018 at Zehnder's Restaurant, Frankenmuth, MI

Name and Title \_\_\_\_\_

Mailing Address \_\_\_\_\_

Contact Telephone Number \_\_\_\_\_

Employer \_\_\_\_\_ Email \_\_\_\_\_

### Method of Payment (Check One):

- Check/Money Order Enclosed     Will Mail Check/Money Order Before Deadline     Online

**Registration and Payment Deadline: April 10, 2018**

**Make Checks/Money Orders Payable to: HCECM**

**Online Payment (EFT/Credit Card) Available at [www.hcecm.org](http://www.hcecm.org) (Thumb National Bank)**

I Plan to attend Lunch     I Do Not Plan to attend Lunch