



MEDLINE
INSTITUTE

**Executive Education
for Healthcare Leaders**

You are invited
to attend our
LIVE, VIRTUAL
2021 programs

About the Medline Institute

The Medline Institute is dedicated to transforming every aspect of the healthcare experience. Our mission is to help our customers cultivate transformational leadership within their organizations to improve their financial position in the face of mounting pressure.

We provide exclusive, immersive executive education programs for and with visionary healthcare leaders committed to empowering all areas of their organization to exceed the expectations and imaginations of those who count on them for care.

The Medline Institute is designed for practical, real-life applications that can be immediately implemented. These live executive education programs are free of charge.

Introducing our **LIVE, VIRTUAL** 2021 programs.

Executive Education for Healthcare Leaders

Class sizes are limited to maintain the interactivity of these online programs. **Register today.**

**Healthcare Economics:
Value Analyses for Decision-Making**

January 21
April 15
July 23
October 15

**How to Transform Your Culture for Exceptional
Experiences & Financial Performance**

February 9–10
May 4–5
September 14–15
November 2–3

**Improve Organization and Team Member
Communication to Improve Results**

February 24
May 18
August 25
November 16

**Power Up Your Staff Engagement
to Drive Retention and Financial Success**

March 9–10
June 8–9
October 5–6
December 8–9

The Johns Hopkins Patient Engagement Program
Promoting Patient Engagement in Health Care:
Key Skills and Implementation

January 28
April 28
September 24
December 3

Healthcare Economics: Value Analyses for Decision-Making

Faculty Instructor: Bill Padula, PhD, MSc, MS

Economics play an important role in making policy decisions regarding whether to implement health system interventions towards improving quality, outcomes and efficiency. The choice of whether to invest in these solutions is complex and dynamic, interwoven by a web of decisions on health impact, equity, economic and political realities, feasibility, and availability. As such, understanding value for money, namely the benefits, alternatives, and cost to implementing a health system intervention, is crucial in informing decisions. Economic evaluation provides a tool for decision makers confronted with limitations in resources to efficiently consider the cost and the effect of new interventions.

We will survey the various methods for conducting an economic evaluation with a focus on cost-effectiveness of quality improvement programs and introduce briefly the components of a cost-effectiveness analysis (CEA). Case studies (e.g. pressure injury, SSI, CLABSI, CAUTI) will be referenced frequently to highlight key concepts. Special attention will be directed towards measuring and valuing costs and health outcomes.

We will discuss how to report and interpret results of an economic evaluation, understanding the various analyses we can conduct. We will then direct the remainder of the course to the rationale and importance of decision analysis, cost-effectiveness, budget impact and return-on-investment. Basic modeling exercises in Excel will be provided to strengthen understanding.

Who
should
attend

This workshop will involve small group interactions, demonstration and practice, and expert feedback.

C-suite Executives
VPs across Healthcare System
Leaders of Value Analysis Committees
Members of Value Analysis Committees

January 21, 8 a.m. to 3:30 p.m. CST [Register here.](#)

April 15, 8 a.m. to 3:30 p.m. CST [Register here.](#)

July 23, 8 a.m. to 3:30 p.m. CST [Register here.](#)

October 15, 8 a.m. to 3:30 p.m. CST [Register here.](#)

How to Transform Your Culture for Exceptional Experiences and Financial Performance

Faculty Instructors: Kristin Baird, MHA, BSN, RN and Angela Fieler, MPA, CMQ/OE

“Culture eats strategy for breakfast.” These famous words, coined by Peter Drucker decades ago, still ring true today. You can have the brightest minds in healthcare, creating the most comprehensive strategic plan, only to have those plans come to a screeching halt because the culture isn’t aligned to support growth and manage change.

In this two day live, virtual workshop, attendees will examine how their key stakeholders are currently experiencing their culture and map out a transformation strategy to align the culture with stated values to achieve exceptional experiences, engagement and performance across the organization.

Facilitated by Kristin Baird and Angela Fieler, thought leaders in healthcare culture, leadership development, patient experience and staff engagement, the session provides an immersion into organizational culture and the essential steps leaders must take to align culture with stated mission, vision and values.

Baird will build off the five key elements of culture identified in her book, “Raising the Bar on Service Excellence—The Healthcare Leader’s Guide to Putting Passion into Practice.” Using group activities, facilitated discussion, individual reflection and planning time, attendees will leave with an action plan designed to strengthen the culture. They will have a clearer picture of the desired culture, the steps needed to get there, and tools to engage others to join the journey.

Participants will:

- Examine culture from multiple stakeholder vantage points
- Identify gaps between the current culture and the stated mission, vision, values
- Describe the desired culture of the future
- Compare their organization to the desired culture using a SWOT analysis
- Define levels of employee engagement based on observable behaviors and impact on others
- Determine the financial impact engagement is having on the organization
- Establish the non-negotiable elements of the culture
- Explore coaching methods that align behaviors with organizational values
- Review actions needed to increase accountability across the system
- Set priorities and next steps in improving the culture

Upon completion, you'll return to your organization trained to drive sustainable change that transforms your organization through a culture of exceptional experiences, engagement and performance.

February 9–10, 8 a.m. to 4 p.m. CST

[Register here.](#)

May 4-5, 8 a.m. to 4 p.m. CST

[Register here.](#)

September 14–15, 8 a.m. to 4 p.m. CST

[Register here.](#)

November 2–3, 8 a.m. to 4 p.m. CST

[Register here.](#)

Improve Organization and Team Member Communication to Improve Results

Faculty Instructor: Joe Leggio, MBA, BFA

What sets healthcare providers apart when it comes to a real ability to drive cultural transformation for exceptional patient and staff experiences and stellar financial performance? Communication. But in the pressurized environment of today's healthcare organizations, we experience communication at maximum quantity but minimum quality. It's time for organizations to relearn the art of quality communication that starts with listening and ends with true understanding.

In this live, virtual, interactive program, teams will master vital communication techniques including situational and social awareness, conflict resolution, and the strength in trusting your instincts and taking risks. With an experience learning based approach, we believe in learning by doing. You'll be trying hands-on exercises, assessing your own strengths and weaknesses and exploring a team-based approach to communication. All with an eye toward improving patient and staff experiences and becoming a revered industry provider.

You'll also discover how Northwell Health, Lenox Hill Hospital went from 13th percentile to the 51st in RN communication (HCAHPS) within their Maternal Child Health Division and from the 4th percentile to the 97th in their quality of food service. You'll receive a hands-on demonstration of the process and will take away tools to drive similar results in your organization.

This workshop is perfect for everyone from front line clinicians to executive leaders and is highly recommended for teams to attend together. You'll leave with an advanced perspective on communication, a renewed appreciation of listening and the creative confidence to implement your new skills toward exceptional organizational success.

"Joe Leggio made this class an invaluable experience for its participants. Our experience teams are working diligently on mirroring the success strategies shared in this class."
– **Andrew Huffman, Director of Support Services, Marlette Regional Hospital**

Who should attend

- Executive Leadership
- Clinical Leadership
- Patient Experience Teams
- Management and Line Staff
- Service Excellence Teams
- Clinical Teams

February 24, 8 a.m. to 4:30 p.m. CST [Register here.](#)

May 18, 8 a.m. to 4:30 p.m. CST [Register here.](#)

August 25, 8 a.m. to 4:30 p.m. CST [Register here.](#)

November 16, 8 a.m. to 4:30 p.m. CST [Register here.](#)

Power Up Your Staff Engagement to Drive Retention and Financial Success

Faculty Instructors: Kristin Baird, MHA, BSN, RN and Angela Fieler, MPA, CMQ/OE

Creating and sustaining an engaged healthcare workforce has never been more important. The cost of turnover in the face of an ever-growing workforce shortage threatens quality, safety and service.

At the same time, research confirms a strong correlation between staff engagement and patient satisfaction. Under Value-Based Purchasing (VBP) providers with poor satisfaction stand to lose millions. In addition; billions of dollars are spent each year on recruiting new team members, yet far less time, attention and resources are spent on strategically planning for employee engagement.

True engagement happens through strategic and purposeful planning and execution. A sound engagement strategy supports operational and financial success.

This two-day live, virtual, interactive program is designed to help healthcare leaders take an honest look at their existing engagement strategy, then define new pathways for a successful future. Led by Kristin Baird and Angela Fieler, this 2-day class will give participants the tools needed to increase engagement now. Perfect for everyone from executive leaders to front line clinicians, this program is highly recommended for teams to attend together.

Participants will:

- Examine their existing engagement strategy and metrics
- Clarify and crystalize a vision for an engaged workforce of the future
- Review metrics for measuring and monitoring engagement
- Discover common pitfalls employers make in employee engagement
- Explore engagement best practices
- Create a plan for engaging key stakeholders who can make or break your plans
- Design strategies and tactics based on your organization's identified Strengths and Weaknesses
- Walk away with an action plan you can launch in your own organization

Who should attend

This workshop will have the greatest impact when experienced by teams of 3 or more members of the C-suite or vice presidents from:

Nursing and clinical operations
Patient Experience
Medical staff
Operations
HR

March 9–10, 8 a.m. to 4 p.m. CST

[Register here.](#)

June 8–9, 8 a.m. to 4 p.m. CST

[Register here.](#)

October 5–6, 8 a.m. to 4 p.m. CST

[Register here.](#)

December 8-9, 8 a.m. to 4 p.m. CST

[Register here.](#)

The Johns Hopkins Patient Engagement Program

Promoting Patient Engagement in Health Care: Key Skills and Implementation

**Faculty Instructors: Stephen T. Wegener, PhD, ABPP-RP
and Nicole Schechter, PsyD, ABPP-RP**

The Johns Hopkins Patient Engagement Program (PEP) is a comprehensive evidence-based training program that helps health care professionals effectively partner with patients and families to achieve a culture of patient-centered care that optimizes health at lower costs.

This live, virtual one-day program led by Johns Hopkins PEP leaders will: 1) teach practical, evidence-based patient-centered communication and relationship-building skills to improve motivation and engagement in health and health care 2) explore how these skills can be used by health care managers and hospital administrators with employee interactions and 3) Present several models for adopting and implementing PEP by your institution.

This one-day program will involve small group interactions, demonstration and practice, and expert feedback.

"PEP has provided us with concrete, simple and effective techniques for engaging our patients, whether they are speaking with an appointment scheduler, front desk personnel, medical assistant, manager or provider... The PEP tools we have learned give us a proven ways to guide our patients to their health goals by targeting their needs and tapping into their internal motivation." – **President of multi-office primary care practice**

"Patient/Member engagement in developing specific goals of care tailored to the individual are crucial in achieving maximal health outcomes. This is important first and foremost for the well-being of the patient but, from a Health Plan perspective, it also correlates directly with Plan performance in HEDIS/Stars quality metrics. Success in these metrics is critical to Plan viability and has a direct impact on Plan finances and ability to recruit future members. The PEP tool is an extremely valuable resource for care management and the provider community to foster the highest level of engagement." - **Medical Director for two major insurance plans**

Who should attend

**This workshop will involve
small group interactions,
demonstration and practice,
and expert feedback.**

Patient Experience Teams
MDs Social Workers
PAs Care Managers
NPs Health Coaches
RNs

January 28, 8 a.m. to 4:30 p.m. CST

[Register here.](#)

April 28, 8 a.m. to 4:30 p.m. CST

[Register here.](#)

September 24, 8 a.m. to 4:30 p.m. CST

[Register here.](#)

December 3, 8 a.m. to 4:30 p.m. CST

[Register here.](#)

Testimonials

“This program was incredibly informative. Having a health economics expert like Dr. Padula was a treat. He’s a rare combination of scientific and economics expert, with a healthy understanding of clinical care.”

James Russell
Director, Clinical Resource Management
MD Anderson

“Anyone in a management role will benefit from the practical tools and skills you will hone in this course.”

Aaron Herbel
CEO
Mercy Hospital, Inc.

“Faculty and materials were excellent, content useful, program well-paced.”

Bill Mott
Chief Operating Officer
Ascension Macomb-Oakland Hospital

“Case studies were really great. Receiving actual materials we can use for employee engagement activities is invaluable.”

Ginger Henry
VP Supply Chain
Major Northwest Health System

“There is no amount of currency that could pay the value that you get from the course. Amazing.”

Leanne Oberhausen
Program Manager
Baptist Health

“Superb program that can be implemented today. I left with everything that I needed. Kudos to all!”

Jeanette Teets
System Director Patient Safety
Tower Health

Register and learn more.
medline.com/institute

Executive Education On-Demand

Designed with your schedule in mind



Just as we do for our Medline Institute live programs, at the Institute On-Demand we're curating the best faculty who are bringing exclusive programming and insights to Medline. Our courses are designed for practical, real-life applications that can be immediately implemented. But unlike our Medline Institute live programs, you can take Institute On-Demand programs on your schedule and at the pace that best meets your needs, whether that be in one sitting or over the course of a few weeks or months. They are on-demand so they work for your life.

Courses you won't find anywhere else



Leaders on leadership

Short interviews with healthcare leaders and leadership experts offering valuable guidance and insights you don't want to miss.



Supply chain

Courses designed to help you optimize your supply chain and meet your inventory goals offered by the best in the business: the Medline Supply Chain Team.



Nursing leadership

Designed by nurses for nurses, these programs will help you improve retention, patient safety and outcomes.

Get started at www.MedlineInstituteOnDemand.com