

# Physician Leadership Academy

Equip yourself with the competencies necessary to facilitate change here at NMC  
*By Invitation Only*

**Natividad  
Medical Center**

**Tuesday,  
April 10,  
2018  
1-5pm**

**S.E.A.  
Conference  
Room**

**For more  
information, visit  
NMCWeb/CME**

***Lunch will be served.***

*In accordance with the  
Americans with Disabilities Act  
(ADA), please call our CME  
Coordinator, Cynthia F. Johnson  
at (831) 783-2597 should you  
require special assistance.*

## Leading Change

Academy Course Chair

**Craig A. Walls, MD, PhD**

Chief Medical Officer

The series consists of skill-building workshops delivered by Advisory Board faculty—each one designed to provide you with actionable tools to tackle every day challenges. The workshops are highly interactive, data-rich, and tailored around Natividad's specific organizational objectives.

### **Purpose:**

- To convey the importance of engaging others in change
- To teach stakeholder analysis as a critical tool for successful change leadership
- To communicate strategically and effectively about change initiatives
- To identify the right role to play in leading or supporting a change

### **Activity Objectives: At the completion of this activities, the learner will be able to...**

- To convey the importance of engaging others in change
- To teach stakeholder analysis as a critical tool for successful change leadership
- To communicate strategically and effectively about change initiatives
- To identify the right role to play in leading or supporting a change

This activity will encompass the following desirable physician attributes: patient care or patient-centered care, medical knowledge, and professionalism and ethics.

The presentational methods for this activity will be Case Presentation with Learner Participation and Lecture with Q&A period. The activity content is geared toward All Physician Specialties.

Natividad Medical Center is accredited by the Institute for Medical Quality/California Medical Association (IMQ/CMA) to provide continuing medical education for physicians.

Natividad Medical Center designates this live activity for a maximum of **4.0 AMA PRA Category 1 Credit™**. Physicians should claim only the credit commensurate with the extent of their participation in the activity.