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Maryland Healthcare
Education Institute
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This educational activity is jointly
provided by AXIS Medical Education and the
Maryland Healthcare Education Institute



THE INTELLIGENCE TEST:

How Successful Leaders Will Outsmart the NEW Healthcare Challenges

(HINT: It's not about your IQ)

FEATURING DANIEL GOLEMAN, PhD

*Groundbreaking Psychologist and New York Times
Best-selling Author of Emotional Intelligence*

FRIDAY, OCTOBER 19, 2018 | TURF VALLEY RESORT | ELLICOTT CITY, MD

Distinguished Speakers | Essential Knowledge | Expanded Networking Opportunities



NEW! Faster Learning Format | **NEW!** Lower Prices



THE SPEAKERS

The 2018 MHEI Healthcare Leadership Conference

You don't have to go far to see the industry's most forward-thinking (and most sought-after!) experts. The 2018 MHEI Healthcare Leadership Conference brings them to you to help you unlock the secrets of visionary leadership and effective organizational change.



DANIEL GOLEMAN, PhD

Psychologist and New York Times Best-selling Author

A renowned psychologist and New York Times best-selling author, Daniel Goleman, PhD, has transformed the way the world educates children, relates to family and friends, and conducts business. His seminal work, *Emotional Intelligence*, was called by *Harvard Business Review* "a revolutionary, paradigm-shattering idea." His equally groundbreaking follow-ups, including *Focus: The Hidden Driver of Excellence* and *Primal Leadership: Unleashing the Power of Emotional Intelligence*, have proven how emotional competencies, focus, and mindfulness can have an enormous impact on a leader's effectiveness and an organization's bottom line. His work on the brain and behavioral science

has been nominated twice for the Pulitzer Prize and recognized with the Washburn Award and the American Psychological Association Lifetime Career Award.

RYAN DONOHUE

Healthcare Consumerism Thought Leader

Market Insights Division Program Director, National Research Corporation

Ryan Donohue is a thought leader in the realm of healthcare consumerism. His mission is to inspire and persuade hospital and health system leaders to embrace and engage the healthcare consumer. Over the past decade, he has conducted extensive research on the effects of consumerism on the U.S. healthcare industry. Ryan shares this message across the country via national, regional, and local healthcare and hospital associations. Ryan has worked directly with organizations big and small to understand and influence consumer decision making in healthcare.



RON GALLOWAY

Researcher and Filmmaker

Ron Galloway is a researcher, the director of four films, and the author of two books and many institutional reports. He was an institutional analyst for 20 years. His documentary "Why Walmart Works" was the first film to ever premiere in the U.S. Capitol Building. His work has been written about in *The New York Times*, *The Wall Street Journal*, and *The New Yorker*. He has been featured on CNN, CNBC, the BBC, and Jon Stewart's *The Daily Show*.

LAURIE CAMERON

Master Mindfulness Teacher, Certified Executive Leadership Coach, and Author

Laurie Cameron integrates mindfulness, positive psychology, and neuroscience to teach people and organizations around the globe how to cultivate inner mastery to shift their response to stress, live from a centered place, and flourish in all walks of life. A master teacher with Google's Search Inside Yourself Leadership Institute, a Senior Fellow with the Center for the Advancement of Well-Being, and a faculty member at University of Maryland Smith School of Business, Laurie has helped leading companies such as Deloitte, McKesson, Scripps Media, NASDAQ, Capital One, Cisco, Fresenius Medical Care, Chevron, and HJ Heinz translate the science of mindfulness and compassion to their everyday business practices.



"YOUR IQ, YOUR ACADEMIC ABILITIES, YOUR COGNITIVE BRILLIANCE [ARE] NOT WHAT'S GOING TO MATTER MOST. IT ONLY GETS YOU IN THE GAME. IT'S NOT GOING TO TELL YOU IF YOU WILL EMERGE AS A TEAM LEADER OR A STAR."

Daniel Goleman, PhD | 2016 Oprah Winfrey Interview



THE INTELLIGENCE TEST:

How Successful Leaders Will Outsmart the
NEW Healthcare Challenges

(HINT: It's not about your IQ)



The 2018 MHEI Healthcare Leadership Conference

Being a successful leader in this complex era of healthcare demands new kinds of intelligence. Market intelligence. Competitive intelligence. And—perhaps most importantly—emotional intelligence. Healthcare organizations that rely only on their medical expertise and traditional models of leadership will fall behind the rest.

But your organization won't be one of them.

Join us for a one-day, comprehensive conference that breaks down the emerging healthcare challenges that leaders like you need to understand now. You'll get new and unexpected ways of thinking that you can immediately put into practice to conquer these challenges and generate visible results in every aspect of your work, from your patient satisfaction and caring-for-caregivers initiatives down to your quality and safety scores and financial statements.

OPEN TO ALL HEALTHCARE LEADERS

The 2018 MHEI Healthcare Leadership Conference is the region's #1 opportunity to network and build partnerships with leaders at all levels from a wide variety of healthcare organizations.

- Executives
- Trustees
- Physician Leaders
- Directors
- Managers
- If you're a leader responsible for implementing change, providing improved care, and/or leading others...you're invited!

NEW! FASTER LEARNING FORMAT

We've packed all the conference's leading-edge learning into just ONE day so that you can put your new knowledge into action—and impact your organization—even faster.

**"SAFETY, QUALITY OF CARE, STAFF EXPERTISE...
THEY'RE ABSOLUTELY ESSENTIAL.**

**BUT THEY DON'T NECESSARILY DIFFERENTIATE US
FOR CONSUMERS IN THE MARKETPLACE."**

Ryan Donohue | 2015 NRC/Picker Symposium

AGENDA — FRIDAY, OCTOBER 19, 2018

- 7:00 am**Registration, Breakfast and Visit Exhibitors
- 8:00 am** Welcome and Opening Remarks
Mark Rulle, EdD
President, MHEI
- 8:15 am** Opening Keynote
What Makes a Leader: Emotional Intelligence
and the Keys to High Performance
Daniel Goleman, PhD
- 9:45 am** Break, Book Signing with Daniel Goleman,
and Visit Exhibitors
- 10:15 am** The Curious Case of the
Healthcare Consumer
Ryan Donohue
- 11:30 am** The Disruptors: How Google, CVS, and
Amazon Plan to Change the Face of Healthcare
Ron Galloway
- 12:45 pm** Lunch and Visit Exhibitors
- 1:30 pm**Closing Keynote
How Mindfulness and Compassion
Fuel Leadership
Laurie Cameron
- 3:00 pm**Book Signing with Laurie Cameron
and Visit Exhibitors
- 3:30 pm**Adjournment of Conference



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THE SESSIONS

The 2018 MHEI Healthcare Leadership Conference

In each session, you'll get eye-opening insights into the emerging challenges that will define the new era of healthcare and the innovative ways you and your organization can outsmart them—and set yourself apart in an increasingly crowded field.

WHAT MAKES A LEADER: EMOTIONAL INTELLIGENCE AND THE KEYS TO HIGH PERFORMANCE

Daniel Goleman, PhD

There are four parts to emotional intelligence (EI): self-awareness and self-management, which are the basis of leading yourself; and social awareness and relationship management, which are essential for leading others. Strengths in all four parts are the basis of high performance leadership. Within each of the four parts of EI there are learned abilities, or competencies, that are crucial for outstanding leadership. For instance, for self-management some of the learned leadership abilities include emotional balance, adaptability, and positive outlook. In this presentation, Dr. Goleman will make the business and scientific case for emotional intelligence as a key to great leadership and star performance for you and your organization.

THE CURIOUS CASE OF THE HEALTHCARE CONSUMER

Ryan Donohue

The healthcare consumer is often discussed; rarely understood. At a time when consumers are impacting healthcare more than ever, the mentality and motivations of these everyday people are still lost on many organizations. Join us as we diagnose the healthcare consumer and debunk the most common consumer myths. You'll hear surprising trends on consumers' top values and uncover a framework for enabling consumers to make better decisions—including the decision to become your patient.

THE DISRUPTORS: HOW GOOGLE, CVS, AND AMAZON PLAN TO CHANGE THE FACE OF HEALTHCARE

Ron Galloway

Amazon, Google, and now CVS have ridden the wave of businesses leveraging their existing frameworks into healthcare as our industry turns to data and digital health. Amazon will use Prime and Whole Foods to enter the pharmacy business, and a potential partnership with Cerner will reportedly utilize Amazon's analytics and perhaps an Amazon EHR. Google has been pushing relentlessly into healthcare with initiatives in health, wellness, and life sciences and even has a whole division devoted to expanding the human lifespan. With the Aetna acquisition, CVS can combine a physical footprint with a payment model and pharmaceutical innovation. This session will examine the plans these three giants have for our healthcare delivery system so that you and your organization can be prepared to stay ahead of the curve.

HOW MINDFULNESS AND COMPASSION FUEL LEADERSHIP

Laurie Cameron

Learn about the power of mindfulness as a driver for greater presence, mental clarity, compassion, and well-being through this interactive, dynamic journey of experiential exercises and discussion. When transformation stems from self-mastery and authentic social connection, it allows us to more clearly observe risks, opportunities, and dynamics as they are. Creativity, insight, and happiness arise naturally from a relaxed, calm, and clear state of mind. Delve into the mental training practices used by Google, Deloitte, universities, and federal government agencies to increase capacity to calm the mind and connect to others with empathy and compassion. Laurie will share what science has to say about the impacts of mindfulness and compassion practice on your ability to flourish amidst change, uncertainty, and complex healthcare environments.



**"THE PURPOSE OF INNOVATION ULTIMATELY...IS TO
MAKE CHANGES THAT RESULT IN THE CREATION OR
PRESERVATION OF CUSTOMERS."**

Ron Galloway | 2017 Health Facilities Innovation Forum

REGISTER NOW!

The 2018 MHEI Healthcare Leadership Conference

Reserve your spot now for the year's most important networking and learning event for healthcare leaders like you.
Don't delay: Online registration ends October 8!

REGISTER ONLINE:

www.mhei.org

NEW! Exclusive Early Bird Savings for Members

MHEI members: Register by September 21, 2018 to secure these incredible savings!

1-2 Members	\$549/person
3+ Members	\$475/person
Guests of Members	\$549/guest

(must be registered with a member)

Non-Member Registration Fees

Become an MHEI member to save on this conference—and access exclusive benefits and learning opportunities all year long. Contact us (details below) to join now and start saving!

1-2 Non-Members:	\$999/person
3+ Non-Members:	\$925/person

ABOUT THE RESORT

Located on 1,000 beautifully manicured acres, Turf Valley Resort is your perfect weekend escape. Attend the conference—then stay to enjoy all the resort has to offer:

- Two 18-hole championship golf courses
- Full-service spa
- Indoor pool, hot tub, sauna, and seasonal outdoor pool
- Three Har-Tru tennis courts, volleyball court, outdoor children's play area, and half-court basketball court
- More than 50 shopping and dining destinations just six miles away along Historic Ellicott City's charming Main Street
- Hiking trails and more in the scenic hills of nearby Patapsco State Park

CANCELLATION POLICY

Cancellations and refund requests (for paid conference registrations) must be made in writing and emailed to info@mhei.org. Cancellation requests received by July 30, 2018 will be refunded in full. Cancellations received between July 31, 2018 - September 30, 2018 will be refunded 50% of the total amount paid. Cancellation requests received after October 1, 2018 are non-refundable. Cancellation requests received within 48 hours of booking will be refunded 100% minus a processing fee. Substituting a different person on an existing registration can be done by emailing info@mhei.org prior to October 5, 2018. Any substitutions after October 5th must be made on-site.

CONTACT US

For additional assistance or special requests, please contact Kelly Yost at kyost@mhei.org or 410.796.6239



Each paid registrant will receive a copy of Daniel Goleman's book *What Makes a Leader* and Laurie Cameron's new book *The Mindful Day*. Book signings available by both authors at designated times.

Member Registration Fees After September 21

1-2 Members	\$599/person
3+ Members:	\$525/person
Guests of Members	\$599/guest

(must be registered with a member)



PLUS!

EARN CME AND CE CREDITS FOR ATTENDING.

[Learn more on the back >](#)

"HERE'S THE BOTTOM LINE—AND THE OPPORTUNITY: YOU CAN LEARN TO RADICALLY SHIFT HOW YOU RELATE TO YOUR DAILY EXPERIENCES AND TO OTHER PEOPLE, AND CULTIVATE THE CAPACITY TO BE MORE MINDFUL AND COMPASSIONATE."

Laurie Cameron

"The Power of Mindfulness & Compassion" in The Journal of Medical Practice Management, January/February 2018

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EDUCATIONAL OBJECTIVES

After completing this activity, the participant should be better able to:

- Describe in detail the 12 crucial EI competencies.
- Explore what research has found about the unique contribution of these EI competencies to high performance leadership.
- Define what healthcare consumers value most in healthcare providers.
- Create consumer engagement strategies for the post-reform healthcare world.
- Illustrate the disruptive impact Google is having in healthcare research, CVS will have in pharmacy and health insurance, and Amazon will have in pharmacy and medical supplies.
- Outline how Google, CVS, and Amazon plan to impact Electronic Healthcare Records.
- Describe the science behind meditation and mindfulness to cultivate greater capacity to navigate the challenges of our time.
- Outline how to gain new experience-based insights into the role mindfulness and compassion can play in your daily life—personally and professionally.

CONTINUING EDUCATION



JOINTLY ACCREDITED PROVIDER™
INTERPROFESSIONAL CONTINUING EDUCATION

Accreditation Statement

In support of improving patient care, this activity has been planned and implemented by AXIS Medical Education and MHEI. AXIS Medical Education is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE),

and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

Credit Designation for Physicians

AXIS Medical Education designates these live activities for a maximum of 5.5 AMA PRA Category 1 Credit(s)[™] each. Physicians should claim only the credit(s) commensurate with the extent of their participation in the activity.

Credit Designation for Pharmacists

This knowledge-based activity is approved for 5.5 contact hours of continuing pharmacy education credit JA4008106-9999-18-022-L04-P.

Credit Designation for Nursing

AXIS Medical Education designates this continuing nursing education activity for 5.5 contact hours.

Learners are advised that accredited status does not imply endorsement by the provider or ANCC of any commercial products displayed in conjunction with an activity.

Quality Professionals

This program has been approved by the National Association for Healthcare Quality (NAHQ) for 5.5 continuing education credits.

AXIS Contact Information

For information about the accreditation of this program, please contact AXIS at info@axismeded.org.

DISCLOSURE OF CONFLICTS OF INTEREST

AXIS Medical Education requires instructors, planners, managers and other individuals, and their spouse/life partner who are in a position to control the content of this activity to disclose any real or apparent conflict of interest they may have as related to the content of this activity. All identified conflicts of interest are thoroughly vetted by AXIS for fair balance, scientific objectivity of studies mentioned in the materials or used as the basis for content, and appropriateness of patient care recommendations.

The **faculty** reported the following financial relationships or relationships they or their spouse/life partner have with commercial interests related to the content of this continuing education activity:

NAME OF FACULTY	REPORTED FINANCIAL RELATIONSHIP
Daniel Goleman, PhD	Nothing to disclose
Ryan Donohue	Nothing to disclose
Ron Galloway	Nothing to disclose
Laurie Cameron	Nothing to disclose

The **planners and managers** reported the following financial relationships or relationships they or their spouse/life partner have with commercial interests related to the content of this continuing education activity:

NAME OF PLANNER/ MANAGER	REPORTED FINANCIAL RELATIONSHIP
Ronald Viggiani, MD	Nothing to disclose
Holly M. Hampe, DSc, RN, MHA, MRM	Nothing to disclose
Alison Burrows, MBA, RN	Nothing to disclose
Kelly Yost	Nothing to disclose
Dee Morgillo, MEd, CHCP	Nothing to disclose

DISCLAIMER

Participants have an implied responsibility to use the newly acquired information to enhance patient outcomes and their own professional development. The information presented in this activity is not meant to serve as a guideline for patient management. Any procedures, medications, or other courses of diagnosis or treatment discussed in this activity should not be used by clinicians without evaluation of patient conditions and possible contraindications or dangers in use, review of any applicable manufacturer's product information, and comparison with recommendations of other authorities.

REQUIREMENTS FOR CREDIT:

- Attend/participate in the educational activity and review all course materials.
- Complete the CE Declaration form online by **11:59 pm ET November 2, 2018**. Instructions will be provided. If you do not enter the online portal by the above date, you will not be able to retrieve your statement of participation.
- Upon successful completion of the online form, your statement of completion will be presented to you to print.

CONTACT MHEI TO LEARN MORE.

410.796.6239 | kyost@mhei.org

www.mhei.org