



Improving Alignment for Strategy Execution

Webinar #052908

Thursday, May 29, 2008

1:30 p.m. – 3:00 p.m. (CST)

Overview

The ability of hospitals to successfully articulate and execute an organizational strategy is more important than ever. Without a clear focus and well-aligned decisions, most hospitals will find it very difficult to thrive (or even survive) in the increasingly dynamic, competitive and cost-conscious healthcare marketplace. While it's certainly not trivial to come up with a good strategy, the bigger challenge for hospitals usually involves the successful execution of the strategy. Far too often, even carefully-crafted strategic plans often sit on the shelf, and the envisioned outcomes usually fail to materialize. In other cases, great efforts are made to implement a strategy, but without the appropriate strategic management tools, the obstacles prove too difficult to overcome. This presentation will explore how leading strategic management practices can help break-down silos, create cooperation among different stakeholders and significantly enhance the communication and understanding that is a prerequisite for well-aligned strategy execution. Learning to use well-established tools – like strategy maps, theme teams, Balanced Scorecards and employee engagement techniques – can equip hospital leaders to orchestrate the many different changes that allow a strategy to succeed.

Target Audience

Hospital executives, boards and leaders that are involved with defining and executing a hospital's strategy. Also human resource, information technology, performance management, quality and planning departments that play key roles in supporting strategy execution, measurement and performance improvements.

Objectives

- Understand how to use Strategy Map development to translate a strategic plan into operational terms
- Be able to use practical techniques to engage employees, develop cooperation between functional silos and to build a performance-oriented culture
- Gain a more up-to-date understanding of the Balanced Scorecard methodology
- See how technology platforms support strategic management, alignment and execution

Faculty

Jim Rice, Executive VP, Integrated Healthcare Strategies

James A. Rice, PhD, FACHE is vice chairman of The Governance Institute and a former senior officer in the Minneapolis-based \$2.2 billion integrated health system, Allina. Dr. Rice's facilitation and advisory experience is focused on strategic planning for enhanced governance. Dr. Rice has worked as a teacher, author, speaker, and consultant to physician groups, boards of directors, and ministries of health in over 30 countries. He has masters and doctoral degrees in management and health policy from the University of Minnesota. He received a National Institute of Health Doctoral Fellowship and the Corning Award for excellence in hospital planning as co-founder of the American Hospital Association Society for Hospital Planning and Marketing.

Bill Barberg, President, Insightformation, Inc.

Bill Barberg leads a management and technology consulting company based in Minneapolis. He is a globally-recognized expert in the Balanced Scorecard methodology and Strategy-Aligned Management. He has written many articles on the development and use of Strategy Maps and the Balanced Scorecard approach. Mr. Barberg is the lead designer for InsightVision, a software package that is designed specifically to support the full journey toward strategic alignment and execution based on the Balanced Scorecard methodology. InsightVision was named the "Best Value" in an independent review of over 65 performance management and scorecard software solutions. Mr. Barberg also provides direct consulting to a variety of clients, including The Children's Hospital of Denver, St. Mary's-Duluth Clinic Health Systems, the National Association of County and City Health Officials (NACCHO), the Community University Health Care Center, Susan G. Komen Race for the Cure, Beltrami County, and the City of Charleston, West Virginia.

Continuing Education

Certificates of Attendance will be issued to all registrants attending this audio conference. These certificates should be placed on file at your hospital as evidence of attendance. Certificates of Attendance will not be awarded for taped sessions.

Registration

\$150 for AHA members

\$500 for representatives from Hospitals who are not members of AHA

The registration fee includes **one connection and site fee**. One or more individuals from the same facility may participate for the same fee. Participants are encouraged to log in 15 minutes prior to the start of the program, as the program will begin on time.

Prior to the event, you will receive instructions and passwords for accessing the event, along with the slide presentation and other resource materials.

Participants should register at least five business days prior to the event to ensure optimal processing of conference materials. To register, please submit the attached registration form. If you have not received confirmation via the e-mail provided on the registration form at least three business days prior to the event, please contact Donna Boroughs at 501-224-7878, or via e-mail to dboroughs@arkhospitals.org. **Without payment (via check or credit card), your registration cannot be processed, and you will not receive connection instructions.**

It is the responsibility of the registrant to download and/or access presentation materials prior to the day of the event. If your e-mail address changes, you do not receive an e-mail with instructions from AHA or if you are unable to download or open presentation materials, please contact AHA two days prior to the event to allow time to address the issue.

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Registration fee covers one or multiple participants at one location (**one connection per registration**) and includes one set of instructional materials/handouts. Upon receipt, additional handouts can be copied.

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