

PHYSICIAN CEO™

THE ESSENTIAL COMPLEMENT TO A MEDICAL EDUCATION

SURGIVISION.COM/THE-PHYSICIAN-CEO

This unique program focuses on growing medical practices whereas others train physicians to be managers, run hospitals, and comply with regulations. The Physician CEO™ program is highly entrepreneurial and focuses on topics relevant to physician leadership, particularly around patient-pay medicine.

As a participant, you will enjoy an intensive, MBA-style experience to equip you with essential business skills. The program consists of four five-day modules presented approximately 10 weeks apart. Each module is organized around core topics of interest to physicians across all patient-pay medicine specialties. Targeted specialties include ophthalmology, plastic surgery, cosmetic dermatology, concierge medical practices, fertility, anti-aging, orthopedics and more.

The Physician CEO™ program is designed for physicians within and outside the United States. Course structure, cases and assignments are relevant to running your medical practice. Emphasis is placed on strategy, leadership, negotiations, marketing, operations, finance, corporate structures, and legal topics, among others.

The modules were designed to provide optimal exposure across the key functions of a Lifestyle medical practice.

PROGRAM OVERVIEW

Top faculty members from the Kellogg School of Management were hand-picked to instruct physicians like you on the essential business skills you need to grow your practice.

The program is an immersive experience that equips you with the skills needed to oversee your practice's administration at a fraction of the cost and time of an MBA.

WHO SHOULD ATTEND

This program is specifically designed for physicians who currently or plan to practice "cash pay" medicine.

Participation in the Physician CEO™ is limited to physicians who are board-certified or board-eligible in a recognized medical and/or surgical specialty. We welcome participants at all experience levels, whether you are just starting or have built a full-fledged practice.

Of note, administrators, assistants, physician's assistants, residents and other personnel are not eligible to participate. Class size is limited to 50 physicians per program.

Presented by

SURGIVISION® CONSULTANTS, INC.

in collaboration with the

KELLOGG SCHOOL OF MANAGEMENT
Northwestern University

2015 SESSIONS

MODULE 1: JANUARY 24-28

MODULE 2: MARCH 28-APRIL 1

MODULE 3: JUNE 13-17

MODULE 4: SEPT 19-23

Program consists of four modules



[A Message to Prospective Participants in The Physician CEO™ Program](#)
From the Program Director from Guy M. Kezirian, MD, MBA, FACS, President, SurgiVision® Consultants, Inc.
surgivision.com/a-note-to-my-colleagues

KEY BENEFITS

UPON COMPLETING THE PHYSICIAN CEO™ PROGRAM, YOU WILL:

- Oversee your practice, including marketing, finance, operations, personnel, contracts and other key administrative areas
- Empower yourself as a leader, and appreciate the impact that your leadership style has on your practice
- Recognize your competitive situation and formulate strategies that will allow you to survive and thrive
- Bring an entrepreneurial focus to your practice's growth
- Negotiate win-win agreements with suppliers and customers
- Lead collaborative teams to solve problems and create new innovations
- Create and manage strategic alliances with other businesses
- Build and leverage your network
- Develop a confident understanding of financial statements and have a framework to evaluate investing, financing and operational decisions
- Analyze your practice to understand the costs and benefits of each service

THE FACULTY

The Physician CEO™ program draws from the world-class faculty of the Kellogg School of Management at Northwestern University. Current members include:

Tim Feddersen

Wendell Hobbs Professor of Managerial Politics and Director of the Social Enterprise at Kellogg Program

J. Keith Murnighan

Harold H. Hines Jr. Distinguished Professor of Risk Management

David Schonthal

Co-Founder and Partner of Fusion Ventures, an investment and advisory firm focused on growing technology

Jeroen Swinkels

Paget Professor of Management Policy

Leigh Thompson

J. Jay Gerber Professor of Dispute Resolution & Organizations

Brian Uzzi

Richard L. Thomas Professor of Leadership Organizational Change; Co-director of the Northwestern Institute on Complex Systems

Jim Woodrum

Clinical Assistant Professor of Executive Education

Edward Zaja

James F. Bere Professor of Management & Organizations

Note: Specific faculty assignments are subject to change.

LEAD WHILE LEARNING: THE KELLOGG APPROACH

The Physician CEO™ program is designed to accommodate the physician's busy schedule. It is presented in four (4) modules spaced approximately 10 weeks apart. Modules run from Saturday evening to Wednesday afternoon so you do not miss a full week at work.

The program includes meals, accommodations and instruction – all of which take place at the Allen Center in Evanston. This living and learning facility was designed for participants' convenience and is nestled along Northwestern University's lakefront campus.

MODULE 1 // TRANSITIONING TO A PHYSICIAN CEO™

Becoming a Physician CEO™ provides the framework of what it means to be a leader. Led by world-renowned faculty, this module distinguishes leadership from management and provides concrete examples of how effective leaders convey vision and develop effective teams. Key topics include:

- Insights from successful CEOs on how to lead successful organizations
- An in-depth analysis of who creates and captures value in the medical system
- Entrepreneurship – what it means, when it works, how to create it
- Negotiating essentials
- Crisis management
- Identifying and creating alliances
- Managing cognitive biases
- Networks and persuasion

The module combines classroom lectures with extensive discussions, group exercises and a guest speaker. Deliverables include the creation of a specific “three dimensions of change” action plan to take back to your practice for immediate implementation. This module builds the foundation for the next steps on the journey to implementing change.

MODULE 2 // POSITIONING YOUR PRACTICE FOR GROWTH

Branding and marketing are Kellogg's hallmarks. With its thoughtful approach that goes beyond the basic marketing mix, this module will prepare you to seize the opportunity to solve you most pervasive challenges.

This module is presented by some of the most insightful and respected faculty at Kellogg, and the concepts are universal. Topics include:

- Consumer insights
- Branding
- Persuasion
- Effective use of data
- Leveraging patient-oriented social media
- Developing sustainable marketing methods

The best marketing is done through patient referrals, or “internal marketing.” Developing a strong internal marketing campaign is not free, nor is it easy, but doing so positions a practice for sustainable growth and helps optimally allocate advertising dollars. This module will focus on analysis of strong internal marketing programs.

You will evaluate your own positioning and begin refining your approach using the concepts presented. Considerations range from your practice's presence in the community to the message's delivery.

In addition to methodology, this module provides an extensive survey of the critical elements of a successful marketing program, so you can position your practice for growth in the expanding field of patient-pay medicine.

MODULE 3 // BUILDING A HIGH PERFORMANCE PRACTICE

Many medical practices employ a business-as-usual approach to operations, which could lead to a subpar patient experience. Operations analysts recognize that operational efficiency translates into profits. Some of these questions include: Why do bottlenecks occur? When does it make sense to add more equipment and personnel? Is it really necessary for patients to wait? Could the office visit be structured more efficiently? Where is the physician spending time, and where would it be spent more efficiently?

Many physicians cannot describe which of their services are most profitable and confuse higher price with higher profitability. This is often not the case. Being able to tie every activity in the clinic to profitability is an essential skill for every Physician CEO™.

Medical practices evolve. What might have been optimal last year may no longer work. In a field as dynamic and growing as patient-pay medicine, it is critical to manage change effectively.

This module conveys the CEO approach to optimizing staff, leading highly effective teams, and evaluating practice operations. It will explain how to assign costs to each activity so you can understand where you are and are not making money. Experienced CEOs will present real-world case studies throughout in-depth discussions about the CEO's role in change management and optimizing the staff's utility.

Specific topics include:

- Aligning operations with practice strategy
- The Physician CEO™ as a coach
- Procedure pricing models
- Leading highly effective teams
- Strategic talent management
- Integrating information technology into the patient experience
- Maximizing your operational effectiveness
- The CEO's role in decisive change management

MODULE 4 // THE PHYSICIAN CEO™ APPROACH TO FINANCES AND OPPORTUNITIES

While you don't have to be an accountant, the CEO should understand the language of finance, be able to interpret financial statements and monitor all the practice's financing and accounting activities.

This module provides an overview of a medical practice's financial concerns. The major financial statement (income statement, balance sheet, cash flow statement and statement of shareholder's equity) are examined, with practical approaches about how to interpret them. Participants learn how to evaluate profitability, identify trends, spot vulnerabilities and make financial decisions.

Module four also evaluates the pros and cons of patient financing options, provides an overview of how medical practices are valued and presents the various business structures for building associations between practices.

Specific topics include:

- Reading and interpreting financial statements
- Evaluating investment and financing decisions
- Approaches to oversee your practice's finances
- Patient credit strategies—costs, risks and opportunities
- Valuing a practice and strategies for enhancing practice valuation
- Roll ups, franchises and IPOs
- Legal constraints and opportunities

As the culmination of the Physician CEO™ program, Module four devotes a significant portion of time to presentations of the "1, 3 and 5 year Plans for Growth" by participants, with group collaboration and feedback.

HOW TO APPLY

Submit your application online to the Physician CEO™ program by clicking the “Apply” button on the program’s page: surgivision.com/application-physician-ceo. No application fee is required.

You will receive an email confirmation upon completion. Applicants will be notified of their admission status within 30 days of submitting the application.

Early application is encouraged as class size is limited to 50 participants per program. Applications are reviewed upon submission and participants are accepted on a rolling basis until capacity is reached.

We look forward to welcoming you to the Physician CEO™ program!

2015 PROGRAM

Program consists of four modules. Tuition includes housing, meals, instruction & course materials.

MODULE 1: JANUARY 24–28

MODULE 2: MARCH 28–APRIL 1

MODULE 3: JUNE 13–17

MODULE 4: SEPT 19–23

\$36,000

APPLY: SURGIVISION.COM/APPLICATION-PHYSICIAN-CEO

[Terms and Condition of Participation](#)
in the Physician CEO™ Program

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*When program registration requires additional accommodations, our staff will make all the necessary arrangements for participants to stay at a nearby hotel.

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