



Leadership, Enhancement, Advancement and Development Series

State-wide, made in West Virginia, for West Virginia, physician
leadership development program

<https://www.wvsma.org/physicianleadswestvirginia/>

WELCOME TO PHYSICIAN LEADS WEST VIRGINIA



Dear friends and colleagues,

We are thrilled to announce Physician LEADS WV 2025, following two years of learning and camaraderie.

LEADS, our Leadership, Enhancement, Advancement and Development Series, is our state-wide physician leadership development program, built in West Virginia, by West Virginians, for West Virginians.

LEADS is built on the idea that the physicians should have the opportunity to lead, engage, advance, and develop, right here in our state, all over our state, across various practice models, and irrespective of medical specialty or system affiliation. It is meant to fulfil our needs to meet fellow physicians, build networks, and form relations with diverse leaders and stakeholders, in our pursuit to a better future in West Virginia and was a response to the monumental shift in the practice of medicine that our physician community witnessed over so many years and led some of us to restrict themselves to the clinical aspect of medicine and others to wonder why things are the way they are and what we can do about them.

Many of us seek experience, knowledge, and opportunities to be part of the healthcare formula, an active player rather than an input variable as we do have a lot more to offer beyond direct patient care and want to be valued for. While a few of us learn by observation without structured guidance, leadership can be acquired as a set of skills that can be explored, learned, refined and expanded. Physician LEADS West Virginia was born- to find the leader in you and nurture it to become the effective, influential physician leader that guides our West Virginia communities towards better healthcare.

Physician LEADS WV keeps the multitude physician commitments in mind, thus limiting burden and maximizing value through collegiality, education, and shared experiences. It evolves over a series of four weekends per year, each hosted at different WV location and include a variety of instruction styles as we proceed with a WV road trip and meet local leaders we may not get to know otherwise. It gradually grows with our emerging leaders along four tracks that introduce us to the basics of effective leadership and serve as a springboard for those who are about to or have already taken their first step along their leader paths or may be just curious to know and are looking for a jumpstart.

We look at the leader inside us to refine it and 'upgrade' it on a personal level. We reflect on our skills and how we use those around us and influence them to follow a common path. We then proceed into looking at the environment we work in and the complexities that constrain what we can do and explore ways to identify and manage change around us and build agility as we handle challenges that come our way at various stages and in different forms.

These four tracks of leadership training run in parallel every weekend and progress from one level to another in a well-knit series that collectively form Physician LEADS WV. During our time together, we will have opportunities to engage with a variety of keynote speakers, participate in several interactive group exercises and a variety of fireside chat discussions with thought leaders in our state and beyond.

None of this would have become a reality without the shared vision and collective efforts of a variety of champions and sponsors who saw the need and opportunity to develop our own leaders. Physician LEADS WV is proudly the first and only state-wide physician leadership development program and is open to all physicians and physicians in training who care for our communities.

I am excited to welcome our 2025 class and look forward to an engaging and worthwhile experience. The application forms are available online. I am thankful to all those who were part of the planning taskforce, and program development committee and to our staff and consultants without which none of this would have materialized. Please reach out to me if you have any questions, requests, or concerns.

Thank you.

Shafic Sraj, MD, MBA

Program Director

Physician LEADS West Virginia

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PROGRAM OVERVIEW

Physicians nationally are experiencing unprecedented disruption and change as a result of the COVID-19 pandemic. Now, more than ever, physicians are needed in leadership roles with the skills and experience to lead complex and ever-changing environments. Making the transition from accomplished physician to physician-leader takes more than critical clinical skills—it requires a fundamental shift in thinking. Physician leadership is not a position or title but a mindset. The Physician LEADS West Virginia program is an extraordinary opportunity to build your leadership abilities in the fast-paced healthcare landscape and develop a growth-oriented mindset with physicians from across the state of West Virginia.

PROGRAM GOALS

This certificate program equips current and emerging physician leaders with the knowledge, skills, and tools which are requisite to assuming leadership roles in the healthcare system.



PHYSICIAN LEADS

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OBJECTIVES

1. Learn how leadership style impacts your effectiveness as a leader. Build greater self-awareness and explore how you can adapt to meet organizational challenges. Understand leadership roles and strategies and learn to apply them in a variety of professional and personal settings.
2. Understand and apply communication theory to effect appropriate change in various leadership settings. Practice fundamental leadership skills, including coaching, giving and receiving feedback, delegation, team building, and relationship management amongst others.
3. Understand the current environment of healthcare finance, policy, population and public health. Learn how to use this knowledge to impact decision-making within and outside your organization.
4. Navigate Change. Learn about new development in physician wellness, burnout and self-care, as well as coaching and being coached as you lead change in your organization.



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PROGRAM DESIGN

A series of independent yet related weekend programs following a horizontal format to collectively form a cohesive 4 weekend yearly program that follows the educational tracks below and includes a section of the following subjects:

- 1. Personal leadership:** Leadership styles; leadership personality assessment; problem-solving; feedback and evaluation; situational leadership; negotiation skills; elevator pitch and storytelling.
- 2. Organizational Leadership:** Difference in style between administrators and physician leaders. strategic planning; project management; compensation; human resources; medical staff affairs; quality and safety; communication and crisis management; conflict resolution; leading change; equity and diversity within workforce; team building; leading by metrics; developing culture; effective meetings and building consensus peer and subordinate motivation
- 3. Healthcare Environment:** Accounting, finance, business, and economics: financial statements; healthcare economics; business law; healthcare law; healthcare policy; public health. Public Health: Social determinants of health; healthcare policy; advocacy and lobbying; public messaging; healthcare equity and access to healthcare. Innovation: Telemedicine; corporate medicine; other topics
- 4. Change and Agility:** Physician Wellness, burnout, and self-care. Coaching and being coached. The impaired physician.

WEEKEND OVERVIEW

	Friday	Saturday	Sunday
8:00		Business Breakfast	Business Breakfast
9:00		Organizational Leadership	Change and Agility
10:00			Adjourn
11:00		Networking Lunch Keynote Speech	
12:00			
13:00		Healthcare Environment	
14:00			
15:00	Registration		
16:00	Personal Leadership		
17:00			
18:00	Social	Dinner	



PHYSICIAN LEADS
WEST VIRGINIA

2025 Roadtrip

Winter: Morgantown - January 24-26

Spring: Huntington - April 4-6

Summer: Elkin - July 25-27

Fall: Charleston - October 24-26





TARGET AUDIENCE

Practicing WV physicians as nominated by sponsoring organizations and Individual physician applicants.

TUITION

Practicing WV physicians as nominated by sponsoring organizations and Individual physician applicants. Individual application fees are \$2,500. Fees of sponsored applicants are covered by their sponsoring organization. Transportation and overnight accommodations are the responsibility of the participant.

KEY DATES

- Nomination and Application Process Begins - November 4, 2024
- Application and Resume Due - November 25, 2024
- Decision - December 9, 2024
- Payment Due - December 30, 2024



APPLICATION PROCESS AND SELECTION

Participation in Physician LEADS West Virginia is determined by online application process with the number of applicants exceeding the number of available openings. These applicants will have received a nomination by either themselves or a third party.

ORGANIZATIONAL COMMITMENT

The 2025 class will meet for four (4) sessions over one year, with each session scheduled for, starting Friday afternoon and ending Sunday morning, in locations throughout West Virginia.



ATTENDANCE POLICY

Participants are expected to attend all four (4) sessions and must complete all sessions to earn their Physician LEADS West Virginia certificate, class of 2024. In the exceptional event of missing one session, the participants may make up that session with the following class. Make up fees apply.

CANCELLATION POLICY

We need a full statement with December 15th deadline for 50% refund.

QUESTIONS

For assistance or questions, please contact Dr. Shafic Sraj, program director, at the association office: 304-925-0342 or email srajs@hsc.wvu.edu