



# UCLA/Johnson & Johnson Health Care Executive Program

A Management Development Program for Executives of  
Community Health Centers and AIDS Service Organizations

*Developed by:*

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# Strengthen your management and leadership skills at UCLA Anderson today!

## PROGRAM OVERVIEW

The UCLA/Johnson & Johnson Health Care Executive Program (HCEP) is a valuable opportunity for executives of community health centers (CHCs) and AIDS service organizations (ASOs) to participate in an eleven day, intensive management development program at the UCLA Anderson School of Management.

The program builds leadership and management skills. Sixty-five hours of classroom instruction include lectures, group discussions, case studies, and workshops. The curriculum consists of practical tools, techniques and approaches to leadership and management relevant to CHCs and ASOs that are adapting to the major changes in health policy, financing and service integration. Participants engage in a rigorous but relevant curriculum that provides the requisite skills, knowledge and abilities to successfully manage and lead change in their organizations and communities. The program has graduated 800 participants since its inception in 2002.

The HCEP is especially designed and valuable for organizations to plan for and/or implement shifts in their organizational strategies to confront the new environment for healthcare delivery. That changed environment is characterized by payment reform that incentivizes value, a need to demonstrate positive health outcomes as well as a favorable patient or client experience, and by an increased emphasis on the coordination of care and support across behavioral, medical, dental and social service boundaries. The program will assist organizations to engage in planning and implementation to integrate their service delivery models. The benefits and strategies of partnering with other entities within the medical ecosystem will be highlighted — fostering adaptation to this new environment.

## PROGRAM CONTENT

The curriculum consists of practical tools, techniques and approaches to leadership and management relevant to CHCs and ASOs. The curriculum has been designed to assist organizations in adapting to the rapid and radical changes in policy, demographics and technology impacting health care today:

- Management Effectiveness: Making the Transition to a Management/Leadership Role
- Planning Systems for Community Based Organizations
- Program Monitoring and Evaluation
- Effective Leadership Styles
- Leading Across Organizations: Building Coalitions, Alliances and Partnerships
- Motivation and Communication
- Building Effective Management Teams
- Project Management
- Creativity and Problem Solving
- Leading and Managing Organizational Change
- Community Board Governance
- Operations Management for Efficiency and Quality
- Accounting and Finance
- Building Business Acumen: The Economic Way of Thinking
- Medical Informatics
- Marketing for Community-Based Organizations
- Root Cause Analysis
- How to Make a Business Case for your Health Initiative
- Techniques for Enhancing the Patient Experience
- Using Social Media to Build Professional and Organizational Networks
- Energy for Human Performance

Case studies from actual CHCs and ASOs are used to illustrate key concepts and enhance learning. Faculty members are drawn mainly from the UCLA Anderson School, with additional faculty from other universities and other experts.

*“The HCEP has earned a national reputation for successfully developing the pivotal management and leadership competencies required by leaders to excel in the challenging and changing context for health care.”*

Victor Tabbush, Ph.D., Faculty Director, UCLA/Johnson & Johnson Health Care Executive Program

*“The UCLA J&J program gave me the courage to go after my dreams in creating new solutions to benefit the safety net and its patient base, in spite of or perhaps, because of adversity. The vision and stories of success that were interspersed with our skills and community building throughout the two-week intensive program were both rich and powerful, necessary to fuel the tough road ahead.”*

Kevin Lewis, CEO, Maine Community Health Options, Lewiston, ME

## SPECIAL PROGRAM FEATURE: THE COMMUNITY HEALTH IMPROVEMENT PROJECT (CHIP)

The CHIP is the practical application or experiential component of the program, allowing the participants to immediately translate the UCLA program curriculum to improve performance at their own organizations. Participants routinely meet in learning groups to discuss and complete the CHIP planning template. The CHIP provides a process for conducting environmental analysis, identifying critical issues and/or key problems, reaffirming missions, and formulating goals, objectives and strategic options. Through a peer-and-faculty consulting process, participants develop a unique strategic plan to resolve a significant issue or obstacle in their organization and to assist in adapting to health care reform. On the final day of the program, participants present their CHIPs to faculty and to their colleagues.

## WHO SHOULD ATTEND

Forty participants will be selected for the program.

The program is designed for Chief Executive Officers, Executive Directors and others in the leadership team, such as Chief Operating Officer, Chief Medical Officer, and Chief Financial Officer. The program has particular applicability for those who have just, or soon will, assumed major management responsibilities. Organizations are encouraged to send multiple individuals from the leadership team.

Organizations are also encouraged to identify other organizations with which they plan to merge, form an alliance or partner with, and then apply jointly.

Applicants must have a minimum of two years at their current or a similar organization as the executive director or a key member of the leadership team. If less than two years, one year as an executive or director with previous health care experience. A fundamental requirement is the in-person involvement of the organization's Board or Community Coalition Chair. During the last 2½ days of the program, these “co-participants” collaborate with the executive of the organization to formulate the CHIPs.

## LOGISTICS

The eleven day residential program is held annually each summer at UCLA. In 2016, the HCEP program will be offered from July 5 - 15, 2016. Deadline to apply to the program is April 29, 2016. Participants are housed in private rooms at the UCLA Guest House, a small hotel on campus. All classes and workshops take place in the UCLA Anderson School of Management on the beautiful UCLA campus. A number of special events are built into the program to establish communication networks among the participants. During the eleven day program, participants develop a valuable network that they continue to draw upon long after they return to their own organizations. Graduates of the HCEP program are awarded a certificate from UCLA Anderson and are given the option of receiving academic post-graduate level credits through the continuing education arm of UCLA, UCLA Extension.

To view a sample program schedule or download a program application, please visit our website at [anderson.ucla.edu/price/jnj/hcep](http://anderson.ucla.edu/price/jnj/hcep).

## PROGRAM COST

Johnson & Johnson defrays the majority of the program costs (tuition, training materials, lodging and meals) for both the participant and their co-participant. Participants are responsible for a registration fee of \$3,750 (fee does not apply to the co-participant). Participants and co-participants are also responsible for their travel expenses to and from Los Angeles. Upon acceptance, an invoice will be generated and payment is due prior to attending the program.



*Increase your ability to plan, lead and organize the effective delivery of health services in an increasingly changing and challenging environment!*

## PROGRAM SPONSORS

### UCLA ANDERSON SCHOOL OF MANAGEMENT

UCLA Anderson School of Management is recognized as one of America's premier management schools. Its preeminent position is based on internationally acclaimed research, an innovative and distinguished faculty, excellent degree programs, and exceptionally bright, highly motivated students chosen from one of the largest and finest application pools in the nation.

The HCEP program is conducted under the auspice of the Harold and Pauline Price Center for Entrepreneurial Studies, a recognized leader in entrepreneurial education and research. The Price Center oversees all teaching, research, extracurricular and community activities related to entrepreneurship at UCLA Anderson, and maintains a strong commitment to serving the non-profit and small business communities through management development programs. For more information, visit [www.anderson.ucla.edu/price](http://www.anderson.ucla.edu/price)

### THE JOHNSON & JOHNSON FAMILY OF COMPANIES

Johnson & Johnson is the world's most comprehensive and broadly based manufacturer of health care products, as well as a provider of related services, for the consumer, pharmaceutical, and medical devices and diagnostics markets. Over 117,000 employees at more than 250 Johnson & Johnson companies work with partners in health care to touch the lives of more than a billion people everyday throughout the world. For more information, visit [www.jnj.com](http://www.jnj.com).

Johnson & Johnson's giving is inspired by their Credo and the responsibility to the communities in which we live and work. Their philanthropic efforts support partnership programs that contribute to life-changing, long-term differences in human health.

*"The program presented me with two amazing opportunities— one, to learn, and two, time to be strategic. Too many times, as CEOs, we do not invest in ourselves. Unless we do, our organization will not be successful."*

Beth Wrobel, CEO, HealthLinc, Valparaiso, IN

*"Times have changed and business as usual is over. With the full implementation of health care reform and an environment of diminishing resources, it is more critical than ever to be collaborative, effective and sustainable. The UCLA/J&J HCEP program offered me the unique opportunity to apply what I learned to transform BOOM!Health into a more comprehensive and impactful nonprofit agency committed to improving lives through health and wellness in the South Bronx."*

Robert Cordero, President and Chief Program Officer, BOOM!Health, Bronx, NY

## HOW TO FIND OUT MORE

Please visit our web site at [anderson.ucla.edu/price/jnj/hcep](http://anderson.ucla.edu/price/jnj/hcep)

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