



The Secret Ingredients Behind Exemplary CEO-Board Relationships with Insight on CEO Evaluations and Advisory Boards

Webinar T4049

Thursday, September 21, 2017
12:30 p.m. – 2:00 p.m. (CDT)

Overview

Good governance is critical to the success of health care organizations. Forming the foundation is the relationship between the CEO and the board, and the CEO and the board chair. These relationships are critical for health care organizations to achieve their mission and maximize their community benefit.

Since the board ultimately is responsible for high levels of executive management performance, attendees will learn about CEO evaluations as the CEO is the only employee who reports directly to this group.

Assessing CEOs clarifies roles, responsibilities and job expectations. The process also offers insight into his/her strengths, opportunities for improvement and performance. Performance reviews are critical for the development and accountability of healthcare organizations' CEOs and their boards.

The last portion of the webinar focuses on the role of the advisory board. The importance of the advisory board charter is emphasized and guidelines for effective advisory leadership are presented.

Target Audience

CEOs and Board Members

Objectives

At the completion of this session, participants will be able to:

- Discuss the importance of good relationships between the CEO-board and the CEO-board chair
- Identify the ingredients that assure good relationships
- Explain the importance of thorough, structured, systematic and fair CEO performance appraisals
- Differentiate between myths and facts related to appraisals
- Discuss how to develop and conduct evaluations
- Analyze the roles of the CEO and board in the appraisal process
- Explain assessment design, including criteria and necessary areas of assessment
- Discuss the value of a charter
- Identify the guiding principles for effective leadership with an advisory board

Faculty

Charles (Charlie) R. Evans, FACHE is an associate of Practical Governance Group, a team of health care consultants and academicians passionate about good governance and the education of health care boards. He is also president of the International Health Services Group (IHSG) and a senior advisor at Jackson Healthcare.

Charlie's other professional experience includes Hospital Corporation of America (HCA), where he was named president of operations of HCA's Eastern Group in 2004. Prior to HCA, Charlie served in executive positions at Memorial Medical Center of Jacksonville, Florida, and Community Hospitals in Indianapolis, Indiana. He is a Fellow with the American College of Healthcare Executives (ACHE), and serves as a board member of multiple profit and non-profit organizations.

Certificates of Attendance

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

Registration

\$150 for AAHT Member Hospitals

\$175 for AHA Member Hospitals not holding membership in AAHT

Registration includes **one** internet connection and **one** telephone connection at **one** location and an unlimited number of participants from your organization in **one** listening room. **Hospitals holding membership in the Arkansas Association of Hospital Trustees receive a \$25 discount on registration.**

Two days prior to the event, you will receive instructions and passwords for accessing the event, along with the slide presentation and other resource materials. It is the responsibility of the registrant to download and/or access presentation materials prior to the day of the event.

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 an e-mail with instructions ([via the e-mail provided on the registration form](#)) or if you are unable to download or open presentation materials, at least two business days prior to the event, please contact Anna Sroczynski at (501) 224-7878 or asroczynski@arkhospitals.org. **Without payment (via check or credit card), your registration cannot be processed, and you will not receive connection instructions.**

Cancellation Policy

Refunds, minus a \$25 processing fee, will be granted if requests are received in writing by the AHA at least 5 business days prior to the program. No refunds will be issued after that date. Fax cancellation/refund requests to the Education Department at (501) 224-0519.

REGISTRATION FORM

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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.

Name and Title of Contact Person _____

Organization _____

Mailing Address _____

City, State, Zip _____

Telephone _____ Fax _____ E-mail _____

Method of Payment

Check in the amount of \$_____ payable to the Arkansas Hospital Association is enclosed.

Credit Card # _____ Visa MasterCard (AmEx and Discover Not Accepted)

Cardholder's Billing Address (including zip code) _____

Expiration Date _____ CVV _____ Name on Card _____

Signature _____ Card Holder's Phone # _____

Mail form and payment to

Education Department, Arkansas Hospital Association, 419 Natural Resources Drive, Little Rock, AR 72205; phone: (501) 224-7878; or fax form with credit card information to (501) 224-0519.