Welcome to the UCLA Experience!

University of California, Los Angeles

UCLA Anderson School of Management
HCEP Overview

- For community-based organizations delivering health and health-related services to underserved populations
- Rigorous and demanding program
  - 65 hours of classroom instruction
  - 15 hours of group work
  - Post-program activity
- Funding from Johnson & Johnson

To build those leadership & management competencies of Community-Based Organizations that are required for successful adaptation to Healthcare Reform and the major changes in HIV/AIDS policy, payer and service delivery landscape.
History

Since 2002

13 Classes
764 Graduates

Who Should Apply?

- CEO/Executive Director
- Chief Operating Officer
- Chief Financial Officer
- Chief Medical Officer
- VP of Programs
Benefits

• An opportunity to reflect on and then transform your organizational strategy and management systems to adapt to the changing external landscape
  • In a stimulating intellectual environment
  • With counsel and wisdom from faculty and peers
  • Using relevant management frameworks, tools and approaches
• Individually, to build new management and leadership competencies while strengthening others to enhance your professional success and satisfaction
• To re-energize yourself and delay or avoid what for some is the inevitable burnout associated with a challenging and stressful job.
• Induction into a powerful alumni network
• Reasonable cost – due to significant subsidy from Johnson & Johnson

Distinctive Program Features

• Relevant competencies built
• Context specific cases
• E-learning component: Interactive Primer
• Media Site session recordings
• Co-participants
• Post-baccalaureate transferable credit-bearing units (optional)
• Community Health Improvement Project (CHIP)
### Curriculum

#### Hard Skills
- Planning
- Finance
- Accounting
- Marketing
- Medical Informatics
- Operations
- Monitoring & Evaluation
- Health Economics
- Cause Analysis

#### Soft Skills
- Leadership
- Managing Teams
- Change Management
- Negotiation
- Strategic Restructuring
- Communications
- Board Governance
- Role Transitions
- Leading Across Borders

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### Impact: Community Healthcare Improvement Project (CHIP)

- Central strand
- Application of program content
- A project you conceive, design, implement and evaluate
- Teaches project planning skills
- Provides leadership challenge
Role of the Co-Participant

- In-person presence of the organization’s Board Chair or Community Coalition Chair is required for the last 2½ days of the program.
- Co-participants collaborate with the executive(s) of the organization to conceive, design and foster the implementation of the CHIP upon returning to the organization.

Two Cohorts, One Program

- Community Health Center
- AIDS Service Organizations
**Application Process: Applicant Criteria**

- Applicants must have a minimum of two years at their current or a similar organization, or if less than two years, one year with previous health care experience.
- A fundamental requirement is the in-person involvement of the organization’s Board or Community Coalition Chair.

**What is the Application Process?**

Interested individuals should complete and submit a program application.


- Application Deadline: April 30, 2015
- Admission decisions will be made and applicants notified by electronic mail, no later than May 15, 2015.
Application Process:
What is the Cost for CHC’s?

• 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.

• Participants and co-participants are also responsible for their travel expenses to and from Los Angeles.

Application process:
What is the cost for ASO’s?

• ASO definition: organizations founded with an AIDS-specific identity or where AIDS services is their primary business model.

• Agencies undergoing critical transformation of their identity and business models in light of rapid and substantial changes in healthcare policy, payer and service delivery models.

• Johnson & Johnson will provide a full scholarship for up to 12 ASO’s.

• If ASOs are able to afford the $3,750 copay and travel costs, AND/OR the agency already had a leader from their ASO attend HCEP, please note this and the application will be considered for a general program slot.
Snapshot of Program Costs

32 CHC/General Slots

- Participant Fee: $3,750
- Participant Travel: Self Pay
- Co-Participant Fee: $0
- Co-Participant Travel: Self Pay

Johnson & Johnson covers the majority of costs:

- Instructional Costs
- Meals
- Lodging
- Program Materials

12 ASO Reserved Slots

- Participant Co-Pay: $0
- Participant Travel: $0
- Co-Participant Fee: $0
- Co-Participant Travel: $0

Johnson & Johnson Pays 100% of costs:

- Instructional Costs
- Meals
- Lodging
- Program Materials
- Travel

If an ASO already has an HCEP alumni in their agency and/or can afford the General Program fees, please note this and the application may be considered for a general program slot.

Contact Us

For general program inquiries, please contact:

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For ASO application inquiries, please contact:

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Questions?