UCLA/JOHNSON & JOHNSON HEALTH CARE EXECUTIVE PROGRAM

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

Developed by:
PROGRAM OVERVIEW

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

The program builds both executive and entrepreneurial 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 community health centers and AIDS service organizations who 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 nearly 800 participants since its inception in 2002.

The HCEP is especially designed and valuable for CHCs and ASOs that need to prepare for and adapt to the vast changes taking place in health policy, financing and service delivery. The Affordable Care Act (ACA) and the National HIV/AIDS Strategy (NHAS) require that community health centers and AIDS service organizations enhance the efficiency and scope of their service delivery models, consider building alliances and partnerships, provide for expanded patient access, position themselves in an increasingly competitive marketplace, enhance the patient experience, improve health outcomes, and develop and utilize effective health information systems. These and other competencies relevant to health care reform and AIDS service delivery are the focus of the Health Care Executive Program.

CURRICULUM

The curriculum consists of practical tools, techniques and approaches to leadership and management relevant to community health centers and AIDS service organizations. 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
» Human Resource Management
» Operations Management for Efficiency and Quality
» Accounting and Finance
» Health Economics: Cost Benefit and Cost-Effectiveness Analysis
» Medical Informatics
» Marketing for Community-Based Organizations
» Root Cause Analysis
» How to Make a Business Case for your Health Initiative
» Developments in and Implications of m-Health
» Energy for Performance

Case studies from actual Community Health Center and AIDS service organizations 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 the community based on the needs of each year’s participants.

INCREASE YOUR ABILITY TO PLAN, LEAD AND CONTROL THE EFFECTIVE DELIVERY OF HEALTH SERVICES IN AN INCREASINGLY CHANGING AND CHALLENGING ENVIRONMENT!
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

Please visit our website for specific information related to the applicant recruitment process at anderson.ucla.edu/price/jnj/hcep.

Thirty-two participants from community health centers will be selected for the program. In addition, there will be a number of slots reserved for participants from AIDS service organizations.

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.

Applicants must have a minimum of two years at their current or a similar organization. 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 2015, the HCEP program will be offered from July 13 – 23, 2015. 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 twelve day program, participants develop an invaluable 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 program schedule, please visit our website: anderson.ucla.edu/price/jnj/hcep.

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 and are housed on or near campus during the program. Upon acceptance, an invoice will be generated and payment is due prior to attending the 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
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.

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 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.

“How to find out more

Please visit our web site: anderson.ucla.edu/price/jnj/hcep

Or contact:
Diana Hernandez
Senior Program Manager
UCLA/Johnson & Johnson Health Care Executive Program
110 Westwood Plaza, Suite C305
Los Angeles, CA 90095-1481
310-794-9559
diana.hernandez@anderson.ucla.edu

HEALTH CARE EXECUTIVE PROGRAM

“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

“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

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