



UCLA/Johnson & Johnson Health Care Executive Program

An offering of the Johnson & Johnson Center for Health Worker Innovation

A MANAGEMENT AND LEADERSHIP DEVELOPMENT PROGRAM
FOR EXECUTIVES OF COMMUNITY-BASED HEALTH CARE ORGANIZATIONS

MAY 19 - JULY 29, 2021: ONLINE
SEPTEMBER 13 - 16, 2021: IN-PERSON

Developed by:

PROGRAM OVERVIEW

Designed from a strategic planning perspective, the UCLA/Johnson & Johnson Health Care Executive Program (HCEP) provides a unique opportunity for executives of community health centers (CHCs) and other community-based organizations (CBOs) to participate in an intensive leadership and management development program at the UCLA Anderson School of Management. The HCEP is specifically designed and especially valuable for organizations to plan for and/or implement shifts in their organizational strategies to confront the new environment for health care delivery.

Since 2002, the program has graduated nearly 1,000 executives and directors who are devoted to providing comprehensive, culturally competent, high-quality primary health care services to our Nation's most under-served and vulnerable communities.

This year's HCEP will be offered in a hybrid format. The Online portion will take place from May 19-July 29, 2021 and will conclude in-person on the UCLA campus from September 13-16, 2021.

Note: If the on-going pandemic does not allow for in-person instruction, the remaining portion of the program may be postponed or delivered virtually.

PROGRAM CONTENT

The curriculum is comprised of essential management and leadership topics relevant to CHCs and CBOs that will provide practical tools, techniques and approaches to assist organizations in adapting to the rapid and radical changes in policy, demographics and technology impacting healthcare today.

- Making the Transition to Leadership
- Planning Systems for Community-Based Organizations
- Program Monitoring and Evaluation
- Social Determinants of Health
- Motivation and Communication
- Leading and Managing Organizational Change
- Operations Management for Efficiency and Quality
- Accounting and Finance
- Building Your Business Acumen
- Medical Informatics
- Root Cause Analysis
- How to Make a Business Case for Your Health Initiative
- Techniques for Enhancing the Patient Experience
- Negotiating Skills
- Using Behavioral Science to Influence Provider and Patient Behavior
- The Future of Health Policy
- Marketing Principles for Community-Based Org's

THE COMMUNITY HEALTH IMPROVEMENT PLAN (CHIP)

The Community Health Improvement Plan (CHIP) is the practical application or experiential component of the program, allowing participants to immediately apply the UCLA program curriculum to improve performance at their own organizations. The CHIP provides a process for conducting an environmental analysis, identifying critical issues and/or key problems, reaffirming missions, and formulating goals, objectives and strategic options.

Participants routinely meet in learning groups, led by current UCLA Anderson students, to discuss and develop their strategic projects.

WHO SHOULD APPLY

The program is designed for chief executive officers, executive directors and others in the leadership team, such as the chief operating officer, chief medical officer, chief financial officer, as well as vice presidents, directors or other comparable officials. Fifty (50) participants will be selected for the program.

Admission is decided by UCLA to assure that each class is representative of community-based health care in terms of geographic location, urban/rural mix, size and other demographic factors. The program has particular applicability for those who have just assumed, or will assume, major leadership and management responsibilities. In addition, we select a limited number of two-person teams from the same organization.

LOGISTICS

The Online portion of the program will be held Wednesday and Thursday every other week, from May 19-July 29, 2021, and will run from 9:00am-1:45pm PT; 12:00pm-4:45pm ET. ([Download Sample Schedule Here](#))

Participants will then convene on the UCLA campus from September 13-16, 2021, where they'll be housed at one of the UCLA hotels to complete the program. Graduates of the HCEP program receive a certificate from UCLA Anderson and are given the option of receiving post-graduate level credits through UCLA Extension.

PROGRAM COST

The Johnson & Johnson Foundation defrays the majority of the program costs (tuition, training materials, lodging and meals). Each participant is responsible for a registration fee of \$3,750, as well as their travel expenses (airfare and ground transportation) to and from Los Angeles for the in-person component of the program. Upon admission, an invoice will be sent and payment is due prior to the start of the program.

Increase your ability to plan, lead and organize the effective delivery of health services in an ever-changing and increasingly 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 HAROLD AND PAULINE PRICE CENTER FOR ENTREPRENEURSHIP & INNOVATION

The HCEP program is conducted under the auspices of the Harold and Pauline Price Center for Entrepreneurship & Innovation, 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 nonprofit and small business communities through management development programs. For more information, visit anderson.ucla.edu/price.

THE JOHNSON & JOHNSON FOUNDATION

The Johnson & Johnson Foundation is a registered charitable organization funded solely by the Johnson & Johnson Family of Companies. It reflects the commitment of the Johnson & Johnson Family of Companies to keeping people well at every age and every stage of life by blending heart, science and ingenuity to profoundly change the trajectory of health for humanity.

At Johnson & Johnson, they believe good health is the foundation of vibrant lives, thriving communities and forward progress. Today, as the world's largest and most broadly based health care company, they are committed to using their reach and size for good. They strive to improve access and affordability, create healthier communities, and put a healthy mind, body and environment within reach of everyone, everywhere.

THE JOHNSON & JOHNSON CENTER FOR HEALTH WORKER INNOVATION

The Johnson & Johnson Center for Health Worker Innovation is a virtual center. Grounded in the Johnson & Johnson credo, the Center has adopted a human-centered approach, impacting the healthcare system by focusing on the needs of each individual health worker and what he or she needs to thrive on the job.

TO LEARN MORE, VISIT WWW.JNJ.COM/CHWI AND FOLLOW US ON SOCIAL MEDIA AT [@JNJGLOBALHEALTH](https://twitter.com/JNJGLOBALHEALTH)



"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 organizations will not be successful."

Beth Wrobel, CEO, HealthLinc, Valparaiso, IN



LEARN MORE: WWW.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