



# UCLA/Johnson & Johnson Health Care Executive Program

A MANAGEMENT DEVELOPMENT PROGRAM FOR EXECUTIVES OF  
COMMUNITY HEALTH CENTERS

**CELEBRATING OVER 15 YEARS OF SUCCESS**

*Developed by:*

HAROLD AND PAULINE

**PRICE CENTER**

ENTREPRENEURSHIP & INNOVATION



## PROGRAM OVERVIEW

The UCLA/Johnson & Johnson Health Care Executive Program (HCEP) is a valuable opportunity for executives of community health centers (CHCs) to participate in an eleven day, intensive management development program at the UCLA Anderson School of Management. Aside from CHC's, community-based organizations (CBO's) that are partnering with health systems to address behavioral health issues such as dementia and depression are encouraged to apply, as are organizations that specialize in providing services to those infected and affected by HIV and AIDS.

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 CBOs 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 nearly 850 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 community health centers. 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
- Social Determinants of Health
- Motivation and Communication
- Building Effective Management Teams
- Creativity and Problem Solving
- Leading and Managing Organizational Change
- 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
- Energy for Human Performance
- The Future of Health Policy
- Physician Recruitment and Retention

Case studies from actual Community Health Center 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*

## 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 APPLY

Forty-four 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 an executive, director or comparable official, or if less than two years, one year as an executive or director with previous health care experience.

## CO-PARTICIPANT REQUIREMENT

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 refine, support and monitor the progress of the CHIP project.



*“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*

## LOGISTICS

The eleven day residential program is held annually each summer at UCLA. In 2018, the HCEP program will be offered from July 9 – 19, 2018. 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: [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 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.

Strengthen your management and leadership skills at UCLA Anderson today!

# 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)

### **Johnson & Johnson:**

Caring for the world, one person at a time...inspires and unites the people of Johnson & Johnson. We embrace research and science - bringing innovative ideas, products and services to advance the health and well-being of people. Our approximately 132,500 employees at more than 250 Johnson & Johnson operating companies work with partners in health care to touch the lives of over a billion people every day, throughout the world. For more information, visit [www.jnj.com](http://www.jnj.com)



"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*

**LEARN MORE: [ANDERSON.UCLA.EDU/PRICE/JNJ/HCEP](http://ANDERSON.UCLA.EDU/PRICE/JNJ/HCEP)**

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