



## UCLA/Johnson & Johnson Health Care Executive Program

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

*This program is brought to you by:*

**UCLA**

Harold and Pauline Price Center  
for Entrepreneurship & Innovation

**Johnson & Johnson**

## PROGRAM OVERVIEW

Designed from a strategic planning perspective, the **UCLA/Johnson & Johnson Health Care Executive Program (HCEP)** provides a unique opportunity for executives and leaders of community health centers and other community-based organizations 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 ever-changing environment for health care delivery.

Since 2002, the program has graduated just over 1,100 executives and leaders who drive change using cutting edge management theories and strategic frameworks. Through the development of an entrepreneurial mindset and foundational management skills, HCEP graduates are positioned to better provide comprehensive, culturally competent, high quality primary health care services to our nation's most under-served and vulnerable communities.

This year's HCEP is offered in a hybrid format. The Online portion will consist of eight (8) sessions between **May 22 - July 11, 2024**, and will conclude in-person on the UCLA campus from **July 16 to 22, 2024**.

## 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 health care today.

- Making the Transition to Leadership
- Planning Systems for Community-Based Organizations
- Program Monitoring and Evaluation
- Social Determinants of Health
- Persuasion, Motivation and Communication
- Leading and Managing Organizational Change
- Operations Management for Efficiency and Quality
- Accounting and Finance
- Building Financial Acumen
- What Every Community Health Care Executive Needs to Know about Health IT
- Root Cause Analysis
- 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 Orgs
- The ABC's of EDI: Foundations for Organizational Equity, Diversity and Inclusion

## 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 MBA 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 and chief financial officer, as well as directors or other comparable officials. Up to sixty (60) 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 weekly on Wednesdays and Thursdays beginning May 22 through June 6, 2024, and then again July 10 and 11, 2024. A total of 8 Online sessions will run from 9:00am to 1:45pm PT. (*see sample schedule on the next page*)

Participants will then convene on the UCLA Campus from July 16 - 22, 2024 to complete the program. All participants will be housed at the UCLA Luskin Hotel and Conference Center: [luskinconferencecenter.ucla.edu](https://luskinconferencecenter.ucla.edu)

Graduates of the HCEP receive a certificate from UCLA Anderson and are given the option of receiving postgraduate-level credits through UCLA Extension.

## PROGRAM COST

Johnson & Johnson defrays the majority of the program costs (*tuition, training materials, lodging and meals*). Each participant is responsible for a registration fee of \$3,500, 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.

TO LEARN MORE AND APPLY, PLEASE VISIT OUR WEBSITE AT  
[WWW.ANDERSON.UCLA.EDU/PRICE/JNJ/HCEP](https://WWW.ANDERSON.UCLA.EDU/PRICE/JNJ/HCEP).

The Online portion of the program will be held weekly on Wednesdays and Thursdays beginning May 22 through June 6, 2024, and then again July 10 to 11, 2024.

Specific dates and times are listed below. A total of eight (8) sessions will be held Online.

FOUR WEEKS ONLINE	All Times Pacific	WEDNESDAYS May 22, May 29, June 5 and July 10	THURSDAYS May 23, 30, June 6 and July 11
	9:00 – 10:30 a.m.	Session (1.5 hours)	Session (1.5 hours)
	10:30 – 10:45 a.m.	Break (15 minutes)	Break (15 minutes)
	10:45 a.m. – 12:15 p.m.	Session (1.5 hours)	Session (1.5 hours)
	12:15 – 12:45 p.m.	Meal Break (30 minutes)	Meal Break (30 minutes)
	12:45 – 1:45 p.m.	Learning Group Session (1 hour)	Learning Group Session (1 hour)

Participants will then convene on the UCLA Campus from July 16 to 22, 2024 to complete the program.

SEVEN DAYS IN PERSON AT UCLA	All Times Pacific	TUESDAY July 16	WEDNESDAY – SATURDAY JULY 17 - 20	SUNDAY July 21	MONDAY July 22
	7:00 – 8:00 a.m.	Check-in at the UCLA Luskin Hotel will be on Tuesday, July 16, at 3 p.m., and check-out will be on Tuesday, July 23, by 12 p.m.	Breakfast (1 hour)	OFF DAY	Breakfast (1 hour)
	8:00 – 9:30 a.m.		Session (1.5 hours)		Session (1.5 hours)
	9:30 – 9:45 a.m.		Break (15 minutes)		Break (15 minutes)
	9:45 – 11:15 a.m.		Session (1.5 hours)		Learning Group Presentations (1.5 hours)
	11:15 – 11:30 a.m.		Break (15 minutes)		Break (15 minutes)
	11:30 a.m. – 12:30 p.m.		Session (1 hour)		Learning Group Presentations (1 hour)
	12:30 – 1:30 p.m.		Lunch Break (1 hour)		Lunch Break (1 hour)
	1:30 – 3:00 p.m.		Session (1.5 hours)		Plenary CHIP Presentations (1.5 hours)
	3:00 – 3:15 p.m.		Break (15 minutes)		Break (15 minutes)
	3:15 – 5:15 p.m.	Opening Session 4:00 – 5:30 p.m	Session (2 hours)		Plenary CHIP Presentations (1.5 hours)
	5:15 – 6:15 p.m.	Opening Reception 5:30 – 6:30 p.m.	Dinner (1 hour)		Free Time (2 hours)
	6:15 – 8:15 p.m.	Opening Dinner 6:30 – 8:30 p.m	Learning Group Session (2 hours)		Graduation Ceremony 6:30 – 10:00 p.m.

Note: This schedule is representative of program structure and content. Times and session topics are subject to change.

Self-paced work will be assigned between Weeks 3 and 4 of the online portion of the program and must be completed prior to the in-person component.

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](http://anderson.ucla.edu/price).

### JOHNSON & JOHNSON

For more than 130 years, the Johnson & Johnson Family of Companies has aimed to keep 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**, 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 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: [ANDERSON.UCLA.EDU/PRICE/JNJ/HCEP](http://ANDERSON.UCLA.EDU/PRICE/JNJ/HCEP)**

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