



Update in Healthcare

Medical & Management Education

Leadership for Healthcare Professionals 2019

Friday 13 December 2019

Conference Centre

General Hospital Damiaan, Ostend, Belgium

Why attending?

“Participants develop a solid understanding of what constitutes effective, accountability leadership.”

“To share the journey with executives and leading physicians from other hospitals, who are facing similar challenges, only helped to enrich the quality of learning.”

“Must read, Accountability Leadership, the best-selling reference book by Dr. Gerald A. Kraines”

www.Update-in-Healthcare.be

Dear Colleagues and Friends,

Healthcare faces dramatic changes in customer behavior, market dynamics and regulatory demands. Healthcare organizations need to be both cost effective and innovative, rebalance towards growing profit pools, implement viable leadership strategies for emerging markets, realign go-to-market systems, and address the needs of a growing range of constituents.

Hospitals recognize they need to deliver greater value and higher quality of care in a controlled budget. To some extent, this pressure comes from changing government policies. But employers, consumers and providers are making similar demands. The result: all subsectors of the healthcare industry must take action to address the changing environment.

This unique conference will provide dedicated education and development in overall management & leadership for healthcare providers and will deliver ready-to-use dynamic solutions in the most complex challenges, based on upscale state-of-the art lectures and interactive sessions. Our faculty consists of rewarded and experienced professionals in the healthcare and hospital sector.

We are thrilled to announce that G.A. Kraines, M.D. (Chairman and CEO Levison and Co. and former Faculty Member at Harvard Medical School, Boston, US) accepted our invitation as visiting president. He has in-depth knowledge about people and human systems in order to enhance the effectiveness of all business organizations and lectures worldwide on leadership development and managing organizational change. He will provide us with a holistic view on leadership in the hospital environment. Other faculty members are sought for, to offer the attendees a multi-stakeholder complementary setting.

We also welcome our special guest P. Verdonck, PhD, Msc, MBA (University of Ghent, BE), a key-opinion leader in the hospital and healthcare / medical technology industry. His tremendous experience in several offices will fuel us with knowledge concerning good governance and challenges in leadership.

We would be delighted to welcome you in Ostend in December 2019.

Bart L. Claikens, M.D., M.B.A.

Founder and President of Update in Healthcare

Dept. of Medical Imaging and Radiology, General Hospital Damiaan, Ostend, BE

Program

- 8h30** **Welcome. Engaging healthcare providers & managers in leadership**
Bart Claikens (Ostende, BE)
- 9h00** **Overview of leadership for healthcare professionals and why physician leaders are different from all other healthcare leaders**
Gerald Kraines (Boston, US)
- 9h30** **Leveraging responsibility versus accountability: Political versus managerial leadership**
Gerald Kraines (Boston, US)
- 10h00 Coffee Break
- 10h30** **The essence of leadership: L.E.A.D.: Leveraging the potential of one's team by Engaging commitment, Aligning judgment, and Developing capabilities**
Gerald Kraines (Boston, US)
- 11h30** **Engaging commitment: The psychological contract**
Gerald Kraines (Boston, US)
- 12h00** **Challenges of MedTech leadership**
Pascal Verdonck (Ghent, BE)
- 12h30-13h30 Lunch
- 13h30** **Aligning judgment: The power of context**
Gerald Kraines (Boston US)
- 14h30** **Collaborative negotiation: Conflict versus compromise versus win-win**
Gerald Kraines (Boston US)
- 15h00** **Leading change: Resistance, acceptance, ownership**
Pascal Verdonck (Ghent, BE)
- 15h30 Coffee Break
- 16h00** **Developing capabilities: The art of feedback**
Gerald Kraines (Boston US)
- 16h30** **Governance is an essential key for success**
Pascal Verdonck (Ghent, BE)
- 17h00 Q & A with Panel Discussion
- 17h30-19h00 Farewell Reception

General Information

The 'Leadership for Healthcare Professionals' conference will take place in the Congress Centre of AZ Damiaan in Ostend, Belgium on 13 December 2019.

Address Congress Centre AZ Damiaan: *Gouwelozestraat 100, 8400 Ostend, Belgium*

REGISTRATION: WWW.UPDATE-IN-HEALTHCARE.BE

Registration Fee

Before 30 November 2019	€ 300,00
After 30 November 2019	€ 350,00

The registration fee covers: access to sessions, refreshments during breaks, lunches, and farewell reception.

Credits for Ethics and Economy and being sought by the Belgian Accreditation Council.

A certificate of continuous learning "Leadership for Healthcare Professionals" is provided by the Levison and Co. Institute and Update in Healthcare.

More information:

[WWW. UPDATE-IN-HEALTHCARE.BE](http://WWW.UPDATE-IN-HEALTHCARE.BE)

Meeting secretariat:

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