

COURSE OVERVIEW

During these unprecedented times of the COVID-19 crisis healthcare leaders are challenged with providing additional resources to front-line managers on clinical educational topics to enhance their staff's competency and resilience. Health care managers are leading in a time of transformation and transition and this education is designed to provide ideas and best practices around leading yourself and your team during adversity with the COVID-19 crisis and beyond.

TARGET AUDIENCE

This activity is intended for physicians, nurses, physician assistants, nurse practitioners and healthcare administration staff and leaders in the Health System.

EDUCATIONAL OBJECTIVES

Upon completion of this activity, learners should be able to:

- Apply key fundamentals of strong communication
- Discuss strategies to develop clear, persuasive and high impact communication that builds trust and enhances credibility
- Examine changes during COVID and what's anticipated for the future
- Share your strategies on effective communication and get inspiration from leadership experiences

PLANNING COMMITTEE MEMBERS

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ACCREDITATION



In support of improving patient care, Penn Medicine is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

DESIGNATION OF CREDIT

Physicians: Penn Medicine designates this live activity for a maximum of **1.0 AMA PRA Category 1 Credits™**. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Nurses: This program provides **1.0** contact hour

Physician Assistants: AAPA accepts certificates of participation for educational activities certified for *AMA PRA Category 1 Credits™* from organizations accredited by ACCME or a recognized state medical society. PAs may receive a maximum of 1 Category 1 credit for completing this activity.

DISCLOSURE OF RELEVANT FINANCIAL RELATIONSHIPS

Staff in the Office of Continuing Medical and Interprofessional Education have reported that they have no relevant financial relationships with any commercial interests related to the content of this educational activity.

All faculty and Planning Committee members have disclosed that they have **no relevant financial relationships** with any commercial interests related to the content of this educational activity:

Relevant Financial Relationships: Financial relationships are those relationships in which the individual benefits by receiving a salary, royalty, intellectual property rights, consulting fee, honoraria, ownership interest (e.g., stocks, stock options or other ownership interest, excluding diversified mutual funds), or other financial benefit. Financial benefits are usually associated with roles such as employment, management position, independent contractor (including contracted research), consulting, speaking and teaching, membership on advisory committees or review panels, board membership, and other activities from which remuneration is received or expected.