

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.

Promote your powers of persuasion by using data to tell your story!

Join Cindy Morgan, VP, Organization Development & Learning, **Chad Johnston**, AVP, Strategic Decision Support, UPHS; **Toni Donovan**, VP, Marketing, LGH; and **Lea Rubini**, Director, Change Management, to learn how to tell a great story with data. Hear about new tools and expert tips to enhance your skills, make your message resonate with your audience and deliver even more convincing presentations.

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:

- Explore how to drive action and change behaviors by telling compelling stories
- Discuss top tips for bringing key stakeholders together and moving to a solution
- Use relevant data and powerful visuals to gain trust and build engagement
- Share your experiences and identify opportunities to enhance your development in presentation and delivery skills

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.

NON-CLINICAL CONTENT

The content of this accredited activity is non-clinical. As such, faculty are not required to provide or disclose financial relationship information related to their content.