What does an organization do when individual or group behaviors undermine the best attempts to create a safe, respectful, and reliable environment? You need a plan and the right people, processes, and systems. The Vanderbilt Center for Patient and Professional Advocacy has conducted more than 20 years of research to help medical centers and physician groups make healthcare kinder, safer, and more reliable. Our internationally recognized faculty have years of experience in healthcare leadership and professional accountability. CPPA’s leadership course, Promoting Professionalism, will provide practical tactics for attendees who wish to implement these tools in their own organizations.

April 3-4, 2020
at the Sofitel Philadelphia at Rittenhouse Square  |  120 S. 17th St.  |  Philadelphia, PA

This CME/CNE activity will be of interest to medical center leaders in medicine, nursing and other disciplines, risk managers, underwriters, institutional lawyers, medical ethicists, and business managers. All specialties may therefore be represented and are welcome to attend this program.
AGENDA, CME/CNE & PRESENTERS

Friday April 3, 2020
Sofitel Philadelphia at Rittenhouse Square

2:30-3 pm Sign-in & Registration
3-7 pm (with a short reception break around 5:15 pm)
  - Introduction
  - Evidence for Effectiveness (“Does Any of This Work?”)
  - Skill Training: Cup of Coffee Conversation
  - Infrastructure: Leadership & Policy
  - Why May Leaders be Hesitant to Act?
  - Legal Foundations

Saturday April 4, 2020
Sofitel Philadelphia at Rittenhouse Square

7 - 8 am Sign-in & Breakfast
8 am Program Begins Promptly
8 am - 2 pm (one morning break and lunch)
  - What About Burnout?
  - Recognizing a Pattern
  - Skill Training:
    - Awareness Conversation
    - Wrenches
  - Using Data When Escalating an Individual from Level 1 to Level 2
    - Creating and Evaluating a Professionalism Dashboard
  - Disciplinary Legal Specifics
  - The Principles of an Authority Conversation
  - Review and Epilogue

After participating in this CME activity, participants should be able to describe and discuss:
  - Relationships between behaviors that undermine a culture of safety and suboptimal outcomes
  - A method that may be used for identifying professionals with a pattern of behaviors that undermine a culture of safety and respect
  - A range of behaviors that undermine a culture of safety and respect and describe a "professional accountability pyramid"
  - An evidence based approach for addressing behaviors that undermine a culture of safety and respect
  - Three graduated levels of interventions for addressing behaviors that undermine a culture of safety and respect
  - Pertinent legal issues that need to be considered in addressing behaviors that undermine a culture of safety and respect

CME Credit:
Vanderbilt University Medical Center is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. Vanderbilt University Medical Center designates this live activity for a maximum of nine and one half (9.5) AMA PRA Category 1 Credit(s)™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

CNE Credit:
This continuing nursing education activity was approved by the Tennessee Nurses Association, an accredited approver by the American Nurses Credentialing Center’s Commission on Accreditation. This activity was approved for 9.5 contact hours.

Gerald B. Hickson, MD
Joseph C. Ross Chair for Medical Education and Administration at Vanderbilt University Medical Center, and Founding Director of the Center for Patient and Professional Advocacy.

William O. Cooper, MD, MPH
Cornelius Vanderbilt Professor of Pediatrics and Health Policy, Associate Dean for Faculty Affairs, VUSM, Vice President for Patient and Professional Advocacy, VUMC.

Charles E. Reiter, III, JD
Founding partner of Reiter Burns, LLP in Chicago, Former Sr. VP, General Counsel and Secretary of the Loyola University Health System and Physician Foundation.
LOCATION

In the heart of Center City lies a most exclusive neighborhood, filled with luxurious living and lavish dining experiences. The city’s residents and visitors can marvel at their options, while enjoying the refined retail shopping in the area, all of which surrounds the handsome tree-filled Rittenhouse Square Park. The park is one of Center City’s most popular outdoor relaxing spots. Several of the city’s best-loved outdoor sculptures reside in Rittenhouse Square.

LODGING

Sofitel Philadelphia at Rittenhouse Square is nestled between Philadelphia’s French Quarter and picturesque Rittenhouse Square Park in Center City, just steps away from Philadelphia’s premier entertainment, restaurant, cultural district and historical attractions. The hotel’s unique style starts in its breathtaking lobby, and the eclectic elegance continues in rooms and suites infused with warmth and filled with luxurious amenities.

Click this link to make your room reservations at the CPPA Program group rate starting at $239.00++ or call 1-877-239-2269 and mention the group code “VUMC Center for Patient & Professional Advocacy”.

Hotel information and photos courtesy of the Sofitel Luxury Hotel.
## COURSE RATES & DISCOUNTS

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<th>Number of Attendees</th>
<th>Discount Per Person</th>
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1. To receive the Early Bird Discount, registration must be completed by 11:59 pm CST on February 22, 2020.
2. To receive the multi-attendee discount, all attendees must (a) be from the same organization, (b) register under the same group/organization name, and (c) register together on the same order or within three (3) business days of the first registration of the group.
3. All payments are due to VLUMC within 10 business days of registration.
4. The total fee for groups of 5 or more is calculated as the per attendee fee x the total number of attendees.

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## Ready to Register

There are two options for submitting payment for this course. Please use the registration button above to go to our Events Page for additional information and to register for our Philadelphia 2020 Promoting Professionalism Course.

**CHECK PAYMENT.** Please mail to:
Vanderbilt Center for Patient and Professional Advocacy
ATTN: Professional Accountability Course
2135 Blakemore Avenue
Nashville, TN 37212-3505
Attn: Keith Rawlings

**CREDIT CARD PAYMENT**
To pay by credit card please use our Credit Card Payment Form found on the CPPA website. It can be printed then faxed or mailed to the CPPA Office.

If this course should need to be canceled by the Center for Patient and Professional Advocacy a full refund of any previously paid monies will be returned to the attendee or sponsoring institution. Cancellations by attendees will result in a refund of any previously paid amount at the following scale:

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