

**MAYO CLINIC**

200 First Street SW  
Rochester, MN 55905

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MAYO CLINIC

Whitney and Betty MacMillan Symposium

# ENHANCING PROFESSIONALISM

Institutional Culture, and Core Values  
in the Medical Environment

**MAYO CLINIC**  
**ROCHESTER, MINNESOTA**  
OCTOBER 9, 2017

[CE.MAYO.EDU/VALUES2017](http://CE.MAYO.EDU/VALUES2017)

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Whitney and Betty MacMillan Symposium

# ENHANCING PROFESSIONALISM

Institutional Culture, and Core Values  
in the Medical Environment

Mayo Clinic School of Continuous Professional Development

7.25  
AMA PRA  
CATEGORY 1  
CREDITS™

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## COURSE HIGHLIGHTS

- Strategies to put values into action across an organization
- Applicable examples: how core values and culture can improve staff engagement and an organization's success
- Strengthening an institution's culture
- Enhancing Patient Experience, Core Values, and Professionalism in Medicine

## TARGET AUDIENCE

Administrators, Physicians, Allied Health, Nurse Practitioners, Physician Assistants, PhD's, and other Health Care Workers

## LEARNING OBJECTIVES

Upon conclusion of this program, participants should be able to:

- Demonstrate an understanding of organizational culture, and how this relates to values, professionalism and employee engagement.
- Summarize the concept of the professionalism charter for health care organizations and how this can enhance a medical center's success.
- Summarize tangible examples of strategies to enhance organizational culture, strength of employee alignment with primary and core values, employee engagement, and integration in a community health system or academic medical center.

## COURSE DIRECTORS



Robert D. Brown Jr., M.D., M.P.H.

Darcy A. Reed, M.D., M.P.H.

Linda K. Matti, M.S.N.

## REGISTER ONLINE

[CE.MAYO.EDU/VALUES2017](https://ce.mayo.edu/values2017)

**\$350 USD**

Physicians/Scientists

**\$300 USD**

Residents, Physician Assistants, Nurse Practitioners, Nurses, Administrators, and Allied Health Personnel

## PROGRAM AT-A-GLANCE

7:00 a.m.	Registration and Continental Breakfast
8:00	Welcome and Conference Overview <i>Robert D. Brown, Jr., MD, Director, Mayo Program in Professionalism and Values</i>
8:05	Professionalism, Values and Culture – <i>Robert D. Brown, Jr., MD</i>
8:35	Your Organization's Values: The Foundation for an Engaged Workforce <i>Don MacPherson</i>
9:25	Bart Chernow Named Visiting Professorship in honor of Dr. Edward C. Rosenow, III Core Values, Culture, and Staff Engagement: Priorities that Deliver High-Performance at Mayo Clinic and other Service Organizations – <i>Leonard Berry, PhD</i>
10:15	Break & Refreshments
10:45	Performance Secrets from Leading Organizations of the World - <i>Brian MacNeice</i>
11:35	Panel Discussion, Questions and Answers <i>Don MacPherson/Leonard Berry, PhD/ Brian MacNeice</i>
Noon	Lunch
1:00 p.m.	The Charter on Professionalism for Healthcare Organizations <i>David J. Gullen, MD</i>
1:40	Mayo Clinic Health System: Integration, Values and Culture in a Community Health System – <i>Bobbie S. Gostout, MD</i>
2:20	Professionalism, Culture, and Physician Engagement: The Mayo Clinic Experience in Florida - <i>William P. Cheshire, MD</i>
3:00	Break & Refreshments
3:15	Human Resources Cultural Alignment & the Workforce of the Future – <i>Cathy Fraser</i>
3:55	Panel Discussion, Questions and Answers <i>David J. Gullen, MD/ Cathy Fraser/William P. Cheshire, MD/Bobbie S. Gostout, MD</i>
4:30	Summary of the Day <i>Darcy A. Reed, MD, Executive Associate Director, Mayo Program in Professionalism and Values</i>
5:00	Wrap-up & Adjourn - <i>Robert D. Brown, Jr., MD</i>

## CREDIT

Mayo Clinic College of Medicine and Science is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

Mayo Clinic College of Medicine and Science designates this live activity for a maximum of 7.25 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

### Other Health Care Professionals

A certificate of attendance will be provided to other health care professionals for requesting credits in accordance with state nursing boards, specialty societies, or other professional associations.