



Areas of interest/expertise for presentations by Joseph S. Bujak, MD, FACP

1. Building Relationships Through Facilitated Dialogue
Organizationally specific applications of dynamic facilitation for improving communication, enhancing mutual understanding, building trust, and discovering creative solutions to challenging problems that confront healthcare organization-physician relationships. Dynamic Facilitation is a distinctive and unique approach to facilitating dialogue that engages people's hearts, minds, and creativity in order to discover and address common purpose.
2. Board, Administration, and Physician Relationships
 - How does the Board assess physician opinion
 - How to create relationships that last
 - How the traditional medical staff is becoming obsolete
 - Implications of primary care physicians disappearing from the hospital environment
 - Emerging relationships between hospital based physicians and healthcare organizations
 - Implications of healthcare services progressively moving to ambulatory based environments
 - Many subspecialties able to practice outside of the hospital setting
 - Sub-specialists resigning from hospital staffs because they are no longer dependent on the hospital as a place to earn income
 - Generation X attitudes and how they are transforming hospital-physician relationship
 - Generation X attitudes and the implications for physician relationships
 - Physicians seeking employment relationship
 - What are the implications for traditional medical committees, peer review, credentialing and privileging? How will these functions be performed in the future?
 - Changing attitudes related to emergency room call coverage
 - The impact of technology on relationships, competition, and changing consumer attitudes
 - Discovering where our needs overlap, and how we might relate differently in order to meet those needs.
 - How to meet the changing expectation of patients, payers, and regulators

3. Understanding Physician Culture and How it Differs from the Culture of Healthcare Organizations (Physicians are from Mars, Healthcare Executives from Venus)
 - Understanding why physicians think and act as they do
 - How to make physicians “an offer they can’t refuse”
 - How to engage physicians in support of the healthcare system
4. Engaging Physicians in Patient Safety and Clinical Quality Improvement Initiatives
 - Physicians allocate almost all the variable costs that attend patient care
 - All efforts to enhance efficiency, effectiveness, and appropriateness of patient care, require physician engagement in the process.
 - Why is it so difficult to involve physicians in these efforts? How can this resistance be overcome?
 - Issues that relate to data and measurement in support of quality improvement
5. Leading Transformational Change
 - Distinguishing leadership from management
 - Challenges and consequences of being an agent of change
 - Leading in times of transformational change
 - Understanding the nature of complex adaptive systems: How to lead when the future is not only unpredictable, but in fact unknowable.
 - Appreciating the value of storytelling
 - Essential elements for organizational sustainability
 - The importance of prioritizing organizational values
 - Appreciate that only heretics create change
 - The implications of the accelerating pace of change. “If you are what you do, and you don’t, you’re not!”
 - The value of metaphor and resolution of polarities
6. Altering Perception, Improving Communication, and Influencing Motivation: Three Avenues To Effective Leadership
 - How to establish and build trusting relationships within the provider community
 - The nature of effective communication
 - The critical importance of vision and values
 - The essential importance of measurement

7. Restoring Joy in the Workplace

- Physicians have never been more professionally dissatisfied
- The average tenure for Healthcare CEOs is now approximately 2 1/2 years
- There is a nursing shortage. Why? What can be done to change both the quality of the work and the quality of the work environment?
- False assumptions that set us up for failure
- What really matters?

8. Executive Renewal

- There is a considerable exodus of quality people from careers in healthcare administration. Joy is disappearing from the workplace. Why? How do healthcare executives and clinicians rediscover meaning and purpose in their work, and rediscover a sense of joy? What are the secrets to adaptability and sustainability?
- The ineffectiveness of command and control. Contrast the old paradigm with the new paradigm of effective organizational leadership. The paradoxical value of “letting go”
- The critical importance of managing the intangibles