

Crucial Conversations[®] for Spectrum Health Physicians

September 24 and 25, 2010



On behalf of the Spectrum Health Medical Staff Office, you are invited to attend Crucial Conversations®, a one-and-a-half day action packed workshop. Crucial Conversations is the first workshop in a series that addresses situations such as the following:

- A member of your practice dumps work on you.
- A hospital manager listens but doesn't seem to act.
- A nurse isn't as competent as you need him or her to be.
- A patient or family member is upset and angry.
- A member of your office staff gossips or backbites.

Come and learn how to solve these and other problems in this fun and engaging workshop.

Facilitator

David Maxfield, vice president of VitalSmarts™ and best selling author, has more than 26 years of varied expertise from performance improvement to conflict management.

Cost

Crucial Conversations is a valued workshop supported by the American College of Physician Executives. Spectrum Health is pleased to offer this course, valued at \$995, to physicians and mid-levels with privileges at any Spectrum Health hospital for \$50. Physicians without privileges at Spectrum Health may attend for \$300. Spectrum Health Grand Rapids medical directors, associate medical directors and clinical directors may attend at no cost.

Date and Time

Friday, September 24, 2010, 1 p.m. to 5 p.m.

Registration and light lunch begin at noon.

Saturday, September 25, 2010, 8:30 a.m. to 5 p.m.

Registration and light breakfast begin at 7:45 a.m.

Location

Calvin College
Prince Conference Center
1800 East Beltline Avenue SE
Grand Rapids, MI 49546

Registration

Crucial Conversations® for Spectrum Health Physicians September 24 and 25, 2010

Registration is limited to 30 participants so register early. **Registration deadline is September 20, 2010.**

First Name: _____

Last Name: _____

Address: _____

City: _____

State: _____

ZIP Code: _____

Phone: _____

E-mail: _____

Legibly print your name as you want it on your name badge:

Checks should be made payable to Spectrum Health. Send check and completed form to:

Lisa White
Spectrum Health Center for
Exceptional Experiences
100 Michigan Street NE, MC195
Grand Rapids, MI 49503

Accreditation

Grand Rapids Medical Education Partners is accredited by the Michigan State Medical Society Committee on CME Accreditation to provide continuing medical education for physicians.

Grand Rapids Medical Education Partners designates this educational activity for a maximum of *10.75 AMA PRA Category 1 Credit(s)*™. Physicians should only claim credit commensurate with the extent of their participation in the activity.