

Special program! The AMA-OMSS invites you to

“Implementing the physician leadership imperative for quality and value”

Plan to attend “**Implementing the physician leadership imperative for quality and value,**” a unique and timely educational program brought to you by the American Medical Association (AMA) Organized Medical Staff Section (OMSS).

Open to members and nonmembers! Attend this educational opportunity by itself or as a part of the 2011 AMA-OMSS Interim Meeting.

All physicians and practice or hospital administrators can benefit from this three-part presentation composed of the following programs:

- Doing the right thing for our patients: Leading as a professional
- Engaging members of the medical staff to measure and improve quality
- Future of the medical staff organization: Strategies for re-engineering governance and operations to advance clinical and strategic imperatives

These educational programs will provide much needed guidance regarding:

- The importance of physician leadership in response to the changing roles of physician organizations and health systems to increase the value and quality of patient care
- The identification of organizational factors that hinder engagement of physicians and insight into how to increase their engagement
- The navigation of medical staff organization reform and how physicians can improve their effectiveness in the current health care environment

Plan to attend the 2011 AMA-OMSS Interim Meeting and educational program, November 10–12.

- [View the full meeting agenda](#)
- [View the full educational program descriptions and learning objectives](#)
- [Register for the 2011 Interim Meeting](#)
- [Visit our website](#), call AMA-OMSS at (800) 262-3211, ext. 5622, or email omss@ama-assn.org for more information.

With your participation, we can make a difference!

This activity is designed to address the following ABMS/ACGME competencies: patient care, interpersonal and communication skills, professionalism, systems-based practice and quality improvement.

The American Medical Association is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

The American Medical Association designates this live activity for a maximum of 3.5 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

This program is also certified for 3.5 NAMSS (National Association Medical Staff Services) continuing education credits for medical staff professionals seeking CE credit.