



How to Implement an Effective Succession Planning Process

Webinar NE-071812

Wednesday, July 18, 2012
10:00 a.m. – 11:30 a.m. (CST)

Overview

According to the American College of Healthcare Executives (ACHE), only 20% of hospitals have a succession plan. This is somewhat worrying given that a recent survey found that 35% of CEOs plan on retiring in the next five years and 24% of CEOs are considering accelerating their retirement because of demands of healthcare reform and other financial pressures. Leaders promoted from within are much more likely to be the right fit for the organization, its culture, and the community and stay in the position longer. This is true not only for the CEO position, but for all crucial positions within the organization. Mary Washington Healthcare, a two-hospital system headquartered in Fredericksburg, Virginia, annually assesses its executive management and identifies future leaders. As its CEO and COO are approaching retirement, it has recently gone through an additional process to narrow in on the leaders who, with development, could potentially move into these positions within a few years.

Target Audience

CEOs, Hospital Board Members, Human Resource Executives

Program Topics

This webinar will examine Mary Washington as a case study and cover the aspects of succession planning:

- The steps in implementing a process
- Developing an annual process
- Best practices
- Bench strength development
- CEO Retirement Benefits
- Retaining the outgoing CEOs expertise
- Emergency succession planning
- Leadership assessments
- Leadership development plans

Objectives

Attendees will:

1. Gain knowledge of best practices in succession planning
2. Discover how to implement a succession planning process
3. Understand how to identify and develop future leaders

Faculty

Rian M. Yaffe founded Yaffe & Company, Inc. in 1976 and currently presides as the company's CEO and Chairman. He specializes in executive compensation, goal setting, strategic alignment, performance evaluation, succession planning and CEO transition services for non-profit hospitals and health systems. Mr. Yaffe is a respected expert in the area of succession planning and has presented at numerous national conferences. He graduated from Johns Hopkins University with a bachelor's degree in mathematics, and subsequently received a master's degree from Johns Hopkins in liberal arts.

Fred M. Rankin, III, serves as the President and CEO of Mary Washington Healthcare. Located in the Fredericksburg region of Central Virginia, Mary Washington Healthcare is a not-for-profit, fully integrated, regional health system with over 40 facilities and services including Mary Washington Hospital, a 437-bed tertiary care medical center, and Stafford Hospital, a 100-bed community hospital. Prior to his move to Virginia in 1992, Mr. Rankin held leadership and executive positions at both Forbes Health System and Allegheny General Hospital in Pittsburgh, Pennsylvania. Mr. Rankin holds a Bachelor of Arts degree from Dartmouth College and a Masters of Public health degree from the University of Pittsburgh's Graduate School of Public Health.

Certificates of Attendance

Certificates of Attendance will be issued to all registrants. These certificates should be placed on file at your hospital as evidence of attendance. Certificates of Attendance will not be awarded for recorded sessions.

Registration

\$190 for AHA members

Registration includes **one** Internet connection and **one** telephone connection at **one** location and an unlimited number of participants from your organization in **one** listening room.

Participants should register at least five business days prior to the event to ensure optimal processing of conference materials. To register, please submit the attached registration form. If you have not received an e-mail with instructions via the e-mail provided on the registration form or if you are unable to download or open presentation materials, at least three business days prior to the event, please contact Anna Sroczyński at 501-224-7878, or via e-mail to asroczyński@arkhospitals.org. **Without payment (via check or credit card), your registration cannot be processed, and you will not receive connection instructions.**

Prior to the event, you will receive instructions and passwords for accessing the event, along with the slide presentation and other resource materials. It is the responsibility of the registrant to download and/or access presentation materials prior to the day of the event.

Cancellation Policy

Refunds, minus a \$25 processing fee, will be granted if requests are received in writing by the AHA at least 5 business days prior to the program. No refunds will be issued after that date. Fax cancellation/refund requests to the Education Department at 501-224-0519.

REGISTRATION FORM

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Registration Fee **\$190 for AHA members**

Registration fee covers one or multiple participants at one location (**one connection per registration**) and includes one set of instructional materials/handouts. Upon receipt, additional handouts can be copied.

Name and Title of Contact Person _____

Organization _____

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Telephone _____ Fax _____ E-mail _____

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