

# Influencer™ for Spectrum Health Physicians

April 30, 2011



On behalf of the Spectrum Health Medical Staff Office, you are invited to attend Influencer™, a full-day, action-packed workshop. Influencer shares the most common mistakes people make in identifying the root of a problem and teaches proven skills to make changes. Influencer combines compelling videos and extensive in-class exercises to give you the skills needed to develop your own influence strategy.

### You will learn to:

- Successfully lead change initiatives
- Improve compliance with safety regulations
- Become empowered to solve problems within your team
- Diagnose the real causes behind problems and create real solutions
- Influence across the organization with or without formal authority

### Facilitator

David L. Dull, MD  
Vice President, Quality and Safety  
Spectrum Health Hospital Group

### Cost

Influencer is a valued workshop supported by the American College of Physician Executives. Spectrum Health is pleased to offer this course to employed physicians at a cost of \$150. Non-employed physicians may attend for \$300.

### Date and Time

Saturday, April 30, 8:30 a.m. to 5 p.m.  
Registration and light breakfast begin at 7:45 a.m.

### Location

Grand Valley State University  
Center for Health Sciences  
301 Michigan Street NE  
Grand Rapids, MI 49503

## Registration

Influencer™ for Spectrum Health Physicians, April 30.

The workshop is limited to 15 participants, so register early. **Registration deadline is April 21.**

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First Name:

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Last Name:

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Address:

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City:

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State:

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ZIP Code:

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Phone:

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E-mail:

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

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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 7.0 AMA PRA Category 1 Credit(s)™. Physicians should only claim credit commensurate with the extent of their participation in the activity.