

AIAMC Annual Meeting

March 26-28 – Omni Barton Creek and Spa – Austin, TX

Markovich: Friday, March 27

8:00 – 9:00 a.m.

Plenary 1: ***It's about Connection: C Suite + Educators + Patients***

(“Articulating the Value of Educators”)

Key takeaways

- *Med Ed is more than a “nice thing” – critical to the clinical fabric of the organization*
- *Critical Success Factors in articulating your value to the C-suite*
 - *Speak the language of the “C-suite”*
 - *Connect your work to the business and success of the organization*
 - *Own your world (don't be a victim and don't be your own worst enemy)*

Outline

Snapshot: Dr. Steve Markovich and OhioHealth

- Markovich: engineer, fighter pilot, family practice physician, CEOteacher at core
- OhioHealth
 - Faith-based, not-for-profit health system – Columbus, OhioHealth
 - 30,000 associates, physicians and volunteers
 - 12 hospitals
 - 2 managed hospitals
 - 47 counties
- MedEd at OhioHealth
 - 5 hospitals
 - 26 residency programs – nearly 400 residents
 - 11 fellowship programs – approximately 30 fellows
 - APP critical care fellowship – approximately 10 fellows

WHAT do people know about physicians and the MedEd?

- The “image” of physicians in the minds of general population and other healthcare leaders – how television has contributed to those perceptions
- The connection of those perceptions to the perception of MedEd
- Owning and reshaping perceptions

WHERE does MedEd fit into the picture of a healthcare system?

- Med Ed is more than a “nice thing” – critical to the clinical fabric of the organization
- Success to keep MedEd strong is dependent on a “meeting of the minds” – C-suite, educators and an understanding of the value it brings to patients

Making the case for MedEd

Step #1

- Looking in the mirror
- Telling the MedEd story

Step #2

- Connecting with the C-suite

Summary/Close

- In the military it’s all about mission
- Healthcare it’s all about the mission – that means it’s all about the patient
- MedEd is a critical part of the team – our challenge is to make sure MedEd shows up as part of the team