



2024 PHYSICIAN LEADERSHIP DEVELOPMENT CONFERENCE - *In Review*

More than 140 attendees gathered at the 2024 WHA Physician Leadership Development Conference March 15 & 16 in Kohler for a slate of interactive presentations focusing on enhancing leadership skills, tools, and knowledge in an ever-changing health care environment. CEOs, medical executives and physician leaders at all stages of their careers connected with their own teams and teams across Wisconsin throughout this annual leadership education event.

FEATURED SPEAKERS

Dr. Steve Berkowitz, former chief physician executive and president of Northern Light Health, began the conference with his presentation on artificial intelligence in health care. He shared what the attendees need to know to manage AI effectively and stay ahead of technology to make appropriate decisions for their hospitals.



Dr. Steve Berkowitz



Eric Borgerding

WHA President and CEO **Eric Borgerding** delved into the current health care climate in the state of Wisconsin, examining current health care data and issues facing the state and federal Legislature.

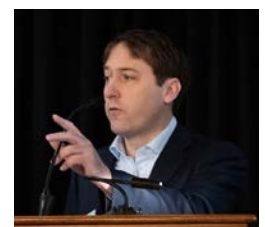
Dr. Steve Berkowitz joined the group again in the afternoon, this time sharing his lessons learned during his 40 years in health care. His presentation *“Twelve Pearls for the Successful Physician Executive: Lessons (sometimes painfully) learned as a Chief Medical Officer”* was insightful and relevant for the conference audience.



Krystal Hopton

In August 2023, AMN Health Care Physician Solutions released its annual Review of Physician and Advanced Practitioner Recruiting Incentives report. AMN’s Vice President of Physician Solutions Sales **Krystal Hopton** shared not only the data collected but also what that data shows us about physician recruiting incentives.

WHA’s General Counsel **Matthew Stanford** kicked off the second day of the conference.



Matthew Stanford



Jeff Bahr, MD

WHA Health Care Leadership Academy Instructor for UW CPED **Scott Converse** led the group in an interactive presentation on Executive Project Sponsorship. He shared how the executive sponsor role is integrated and demonstrated throughout the project lifecycle.



Scott Converse

Chief Physician Executive - Midwest Region for Advocate Health **Jeff Bahr, MD** rounded out the conference sharing his personal leadership journey. The attendees enjoyed hearing about Dr. Bahr's own experience and the road to his current position.



The 2024 Physician Leadership Development Conference was a success. Some of the comments from this year's attendees include:

- *“Excellent conference at an excellent locale.”*
- *“Very well organized. Great speakers.”*
- *“This event is a great way to connect with peers and stay up to date on leadership information.”*
- *“Love the interactive sessions. Keep those coming!”*

Click [here](#) to view the full photo album of the 2024 Physician Leadership Development Conference.

Save the Date!

2025 Physician Leadership Development Conference

March 14-15 | Kohler, WI