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The Business of Health Care: Leadership, Strategy, and Understanding the Business – Register today

Are you in a leadership position and aspire to promote into the C-Suite? Are you newer to the C-Suite and want to continue to learn more about health care executive leadership? Register today for the **2026 WHA Health Care Leadership Academy**.

During the first part of the five-month program, instructors Adam J. Bock, MBA, PhD and Ann Martel will explore *The Business of Health Care: Leadership, Strategy, and Understanding the Business*. As health care leaders, we deliver clinical expertise each day, yet also need to understand strategic leadership and the fundamentals of the business of health care. In this session, Bock and Martel will provide an overview of the economic pressures in the health care industry and responses to these pressures by health care organizations. They will discuss the importance of the relationship between operating results and the financial health of the health care organization and introduce you to the economics of managing the cost structure and revenue function of the operating budget in different payment environments (fee-for service, bundled and capitated.)

This program is available through the partnership between the Wisconsin School of Business Center for Professional & Executive Development (CPED) and WHA.

For more information on next year's program, including registration, [click here](#). Space is limited. Register today!

To view the program brochure, [click here](#).

For more information on the Health Care Leadership Academy, or any other WHA education, email education@wha.org.

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EDUCATION EVENTS

Aug. 8, 2025

WHA Financial Workshop

Aug. 26, 2025

Infection Prevention and Antibiotic Stewardship

Sep. 17, 2025

2025 Annual Wisconsin Organization of Nurse Leaders Conference