

Executive Coaching for Physicians – Eligibility for Category 2 CME

Physicians are increasingly involved in healthcare leadership, governance, operations, and clinical practice innovation. How successful they are in these new roles depends greatly on personal competencies that go well beyond clinical expertise. Physicians must undertake extensive professional development if they want to impact governance, lead change, foster creativity and innovation, or manage physician performance. Professional and leadership development is an ongoing process of learning the “soft skills” of leadership, the “hard skills” of business, and the “creative skills” of thinking outside the box.

There are several local and national resources that can assist physicians who want to develop these new skills and proficiencies. Few resources, however, tailor their program curricula *specifically to physicians and physician leaders*. Some of these organizations include:

- American Association for Physician Leadership – (On-site training)
- Physician Executive MBA Program at the University of Tennessee
- Physician Coaching Institute (PhysicianCoachingInstitute.com)

Tutorials geared to physician professional development are primarily on-site seminars, workshops and self-study. One option that is growing in popularity because of its effectiveness is **personal one-to-one coaching**.

Coaches certified through the Physician Coaching Institute specialize in **Executive Coaching for physicians**, many of whom are taking on expanded roles in healthcare leadership, technology implementation, business development, or clinical practice innovation. *Coaching is personalized teaching of a curriculum customized for and directly applicable to the client's situation or organization*. Physicians participating in a coaching and professional development program may be eligible to earn Category 2 CME credit (consult your own state or the AMA for further information). Components of Executive Coaching that engage the physician in direct professional and leadership development include the following:

Activity	Potential CME Hours
Client Inventory, Personality and Behavioral Inventories -- assess personal goals; evaluate communication and leadership style	3-4 hours
Values Clarification Exercise – used frequently as a tool in physician change management	2-3 hours
Client Intake on-site – Initial session to address goals, strengths, weaknesses, organizational expectations; personal development plan	8 hours
Ongoing coaching – 1-to-1 analysis of and coaching on various areas: professional behavior, communication, interpersonal interaction, peer relations, strategic action plan development, and implementation	2 hours a month
Supplemental reading – Selected books and articles from sources such as the Wall Street Journal or Harvard Business Review that address topics relevant to the client's organizational responsibilities, including business, leadership, communication, strategy, change management, innovation, technology, process improvement, 6-sigma	2-6 hours a month