

MMA Physician Leadership Effectiveness Program

*A Leadership training built
by Montana physicians—for Montana physicians*

PHYSICIAN LEADERSHIP SPONSORSHIP PROGRAM



“Physicians are in the best position to move Montana forward and drive change that can lead to better patient care.”

Shaun Gillis, M.D., Bozeman
MMA Past President

The Montana Medical Association has launched the MMA Physician Leadership Effectiveness Program responding to the call to action for physicians to take on new leadership roles given the rapidly changing healthcare environment . This Program is designed to prepare physician leaders to address local, regional, and state health issues and be prepared to lead not only in the ER, operating room, and medical office, but in the boardroom and in our communities.

Why Support Physician Leadership?

With the move to team care models and exploration of new payment mechanisms, physicians are called upon to step up and lead in an efficient, productive, and inspiring way. This program teaches the competencies needed for physicians to communicate effectively and get those initiatives off the ground. Physicians will walk-away with practical and action-oriented skills to effectively communicate with staff and successfully lead.

The program introduces physicians to Montana healthcare policy topics that are financially and politically driven, and prepares them to be engaged in the policy setting arena. Community learning conversations are incorporated to broaden participant awareness of healthcare delivery system issues, expose participants to innovative solutions, and build new connections with other leaders.

By partnering with the Montana Medical Association to sponsor the Physician Leadership Effectiveness Program you will be supporting a training built by Montana physicians . for Montana physicians, based around core competencies, skills, and abilities indicated as important for effective leadership qualities by CEOs and physicians in Montana.

Why Become a Sponsor?

By partnering with the Montana Medical Association to sponsor the Physician Leadership Effectiveness Program your company name and logo will appear in various MMA marketing materials and will be seen by physicians, CMOs, CEOs, insurance companies, healthcare organizations, and specialty societies.

Media

MMA Bulletin

MMA Rounds

MMA Directory of Montana Physicians

Acknowledgement in Marketing Materials

MMA Website Marketing

Reach

MMA Member Physicians

2,200+ Active y Licensed Physicians

MMA Member Physicians and Healthcare Organizations

Active Montana Physicians, Healthcare Organization Leaders, Geographical & Specialty Medical Societies

Physicians, Legislators, and the General Public

MMA Physician Leadership Effectiveness Program Sponsorship Levels

Sponsors of the MMA Physician Leadership Effectiveness Program build awareness about their services and products among physicians in Montana, enhance relationships, and demonstrate support for the healthcare industry. Your brand will be seen by Montana physicians, policymakers, & other healthcare decision makers.

\$15,000+ YOGO SAPPHIRE

- Acknowledgement on MMA's Leadership Program website with banner advertisement
- Acknowledgement in Leadership program advertisement in MMA Directory and Bulletin
- Organization logo displayed at Physician Leadership Program sites and graduation event
- Acknowledgement with logo in Physician Leadership Program Session materials
- Half-page b/w advertisement in one issue of the MMA Bulletin
- Guaranteed seat for one physician of choice or scholarship for a physician
- Oral recognition at Physician Leadership graduation event

\$10,000-\$14,999 DIAMOND

- Acknowledgement on MMA's Leadership Program website with sidebar advertisement
- Acknowledgement in Leadership program advertisement in MMA Directory and Bulletin
- Organization logo displayed at Physician Leadership Program sites and graduation event
- Acknowledgement with logo in Physician Leadership Program Session materials
- Quarter-page b/w advertisement in one issue of the MMA Bulletin

\$5,000 - \$9,999 GOLD

- Acknowledgement on MMA's Leadership Program website with sidebar advertisement
- Acknowledgement in Leadership program advertisement in MMA Directory and Bulletin
- Organization logo displayed at Physician Leadership Program sites and graduation event

\$2,500- \$4,999 SILVER

- Acknowledgement on MMA's Leadership Program website
- Acknowledgement in program advertisement in MMA Bulletin and Directory
- Acknowledgement with logo in Physician Leadership Program materials



2013/14 physician participants and physician facilitator.

\$1,000 to \$2,500 AMBER

- Acknowledgement on MMA's Leadership Program website
- Acknowledgement in Leadership program advertising in MMA Directory
- Acknowledgement with logo in Physician Leadership Program materials

Contact Jean Branscum, MMA Executive Vice President, at (406) 443-4000 or jean@mmaoffice.org if you are interested in a sponsorship.