



Announcing CMA's 8th Annual California Health Care  
**Leadership Academy**

# ACCELERATION

Access, Quality and Cost in the Era of Consumerism

## Topics include:

- Consumer-Driven Health Care:  
Overcoming 100 Years of Distortions in the  
Health Care Marketplace
- Health Savings Accounts: A Revolution in  
American Health Care
- Quality and Patient Satisfaction in a  
Consumer Era
- The Future of California Hospitals in a  
Consumer Era
- Enhancing Patient Interactions:  
What Patients Want
- Online Physician-Patient Communication
- Communication Techniques to Avoid Litigation
- Leadership Development Workshop: Building a  
Dynamic Organization

## Pre-Conference Workshops:

- What Matters Most: An End-of-Life Care Primer
- Media Training for Health Care Leaders
- Estate Planning, Investment and Retirement  
Strategies for Physicians

## Plus: Special Interest Mini-Summits

- *Hospitals and Medical Staffs  
Working Together*
- *The Future of Solo Practice*
- *Successful Legislative Advocacy*
- *Physician Leadership in Community*

## Confirmed faculty includes

(partial listing):

Uwe E. Reinhardt, PhD, Professor of Political Economy, Princeton University

Edward F. X. Hughes, MD, MPH, Professor of Health Industry Management, Northwestern University

Richard Jackson, MD, Chief State Public Health Officer

John Goodman, PhD, President, National Center for Policy Analysis

Grace-Marie Turner, President, The Galen Institute

Lindsey L. Barlow, Vice President and Health Care Strategist, Smith Barney

For registration information, call 800-795-2262 or  
visit our website at [www.cmanet.org/leadership](http://www.cmanet.org/leadership)

**November 19-21, 2004**  
La Quinta Resort & Club, La Quinta, CA



### CONTINUING MEDICAL EDUCATION

The California Medical Association is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to sponsor continuing medical education for physicians. CMA has designated this continuing medical education activity for up to 15 Category 1 credit hours, which may be applied toward the CMA Certification in Continuing Medical Education and the AMA Physician's Recognition Award.

## Corporate Partners

CMA gratefully acknowledges the following organizations for their early grant support of the 8th Annual Leadership Academy:



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