

# Swain Center @ Cameron School of Business & SEAHEC Present: Business for Healthcare Providers Certificate Program



## Executive Education

Typically physicians rely heavily on their office managers for dealing with the “business” side of their practices. However, skills in areas such as financial analysis and human resource management are extremely valuable for physicians and other healthcare providers as they work with their office managers to make their practice as effective as possible.

This 10-week certificate program provides healthcare providers with the necessary business skills and knowledge to effectively practice medicine in today’s dynamic environment.

To receive the certificate at the conclusion of the program, you must attend at least 8 of the 10 classes.

## Objectives

At the conclusion of this live activity, participants should be able to:

- Identify best practices of leadership, analytics, finances, and the market in the healthcare industry.
- Understand the impact of physician/provider and patient interactions.
- Improve financial competency and utilization of financial statements and metrics.
- Gain a better understanding of the legal system and its ramifications on the healthcare system and provider practice.

## Deadline to Register

Wednesday, September 14

## Weekly Class Meetings

Each Tuesday

September 20	October 25
September 27	November 1
October 4	November 8
October 11	November 15
October 18	November 22

*\*To receive the certificate, participants may not miss more than 2 classes.*

*\*Participants may earn up to 30 AMA PRA Category 1™ Credits*

## Class Location

South East Area Health Education Center  
2511 Delaney Avenue, Wilmington, NC

## Class Times

5:30pm | Dinner & Registration  
6:00pm–9:00pm

## Pricing

\$1,000 | Registration fee includes weekly meals, cost of instruction, handouts, and cost of credit.

# Course Topics To Be Covered:

## Topic

Leadership & Emotional Intelligence

Health Information Technology

Human Resource Management & Conflict Resolution

Accounting Basics

Financial Management

Strategic Marketing Management/Entrepreneurship

Healthcare Revenue & Delivery Models

Operations Management/Patient Satisfaction

Legal & Regulatory Issues

Quality Improvement (LEAN for Healthcare)

**Registration fee:**

**\$1,000.00**

**Payment methods:** Full payment must accompany your registration. Payment may be in the form of: cash, check (payable to SEAHEC), Visa or MasterCard.

In Person or by Mail: **2511 Delaney Ave.  
Wilmington, NC 28403**  
By Fax (credit card only): **866-734-4405**  
Online (credit card only): [www.seahec.net](http://www.seahec.net)

**Refunds/Cancellations:**

The last day to cancel and receive a refund, minus a 30% processing fee, is **Wednesday, September 14.** After this date, refunds/cancellations will not be accepted.

If you miss more than 2 class sessions, you will not receive the certificate at the end of the program. You will receive CME credit for each session that you attend.

**Credit:**

This activity has been planned and implemented in accordance with the accreditation requirements and policies of the North Carolina Medical Society (NCMS) through the joint providership of South East Area Health Education Center (SEAHEC) and UNC Wilmington's Swain Center. The South East Area Health Education Center (SEAHEC) is accredited by the NCMS to provide continuing medical education for physicians.

The South East Area Health Education Center (SEAHEC) designates this live activity for a maximum of 30.0 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.  
(3 AMA PRA Category 1 Credits™ awarded per class session)

**Statement of Disclosure:**

SEAHEC adheres to NCMS Essential Areas and Policies regarding industry support of continuing medical education. Commercial Support for the program, and faculty relationships within the industry, will be disclosed at the activity. Speakers will also state when off-label or experimental use of drugs or devices is incorporated into their presentations. SEAHEC does not imply endorsement of any commercial products displayed at educational events.



If you have any question concerning accessibility or special needs assistance please call 910-343-0161.

[Click Here to Register Online](#)

**SEAHEC REGISTRATION FORM**

**Course Name:** Business for Physicians Certificate Program      **Date:** 10 week program | Sept. 20–Nov. 22

**Course #:** C 50228      **Registration fees:**  Physician—\$1,000

**Name:** \_\_\_\_\_ **Last Four Digits of SS#:**

**Degree/Cert:** \_\_\_\_\_ **Title/Occupation:** \_\_\_\_\_

**Preferred e-Mail Address:** \_\_\_\_\_

*In order to receive all course notifications and materials, please provide a preferred e-mail address. Thank you!*

**Home Address:** \_\_\_\_\_

**Home City/State/Zip:** \_\_\_\_\_ **Home Phone:** \_\_\_\_\_

**Workplace/Dept.:** \_\_\_\_\_ **Work Phone:** \_\_\_\_\_

**Work Address:** \_\_\_\_\_ **Work City/State/Zip:** \_\_\_\_\_

**Payment method (if applicable):**    Cash    Check    VISA    MasterCard

**Credit Card Account #:** \_\_\_\_\_ **Expiration Date:** \_\_\_\_\_

**Print Name as it Appears on Card:** \_\_\_\_\_

**Cardholder's Signature:** \_\_\_\_\_

**Cardholder's Address (if different than above):** \_\_\_\_\_