NJAMHAA'S
BUSINESS
MANAGEMENT
INSTITUTE

Featuring:
Ira Hammer, MSW MBA
Michael Swerdlow, PhD, FACHE
SESSION 1
MANAGING IN A COMPLEX AND CHANGING ENVIRONMENT
December 11, 2019
In Person

Course Description
This workshop will focus on the skills necessary to manage and lead organizations through the many changes and constant transition taking place in the mental health and substance use treatment fields. The workshop will especially address the following issues: strategies for successful change management; understanding changing business practices; the importance of measurement-based care; and developing key action steps for implementation. The workshop will be interactive and practical. Participants will be given numerous resources and tools that can be used for organizational planning and change.

Course Objectives
• Identify the major barriers to change in their organizations.
• Demonstrate a clear understanding of the salient factors in the change management process.
• Analyze the current business environment to determine what business practices will be critical for organizational success.
• Evaluate to what extent measurement-based care is currently used in their agencies and what, if any, additional efforts need to be made.

Learning Objectives
1. Develop change management plans for their organizations.
2. Determine what areas of business practice are most critical for their agencies to focus on in both the long and short term.
3. Develop plans to implement measurement-based care throughout their agencies, both in clinical and administrative processes.

Course Outline
• Introduction (9:30 - 9:50 am)
• Challenges to adjusting to change (9:50 - 10:20 am)
• Strategies for successful change management (10:20 - 11:20 am)
• Break (11:20 am - 11:30 am)
• Changing business practices (11:30 am - 12:30 pm)
• Lunch (12:30 pm - 1:00 pm)
• Expectation of Outcomes – measurement-based care (1:00 pm - 2:00 pm)
• Break (2:00 pm - 2:10 pm)
• Implications for implementation including key action steps (2:10 pm - 3:15 pm)
• Summary (3:15-3:30)

Target Audience: Social Workers, Counselors, Managers, Fiscal, Administration

Course Content Level: Intermediate

CE Hours: 5 CE, General Social Work
Course Description
This workshop will continue the focus on preparing organizations to thrive in the new business environment. Specific attention will be given to the following topics: workforce challenges such as recruitment, retention, motivation, alternative staff and compensation models; strategies for managers and leaders to maintain a high level of motivation; issues involved in marketing to diverse populations, as well as the use of technology; dealing with competition from both for-profits and nonprofits; developing negotiation skills; the emergence of new service lines and program models; and exploring potential options for restructuring. The workshop will be interactive. Participants will be given practical techniques to deal with these issues.

Course Objectives
• Analyze staffing strategies and models to successfully manage in a changing environment.
• Evaluate how demographic changes and technology are changing organizational marketing practices.
• Classify the range of restructuring options for organizations.
• Compare and contrast new program designs and service lines with traditional models of behavioral health care.
• Articulate and develop skills in the principles of negotiation.

Learning Objectives
1. Design a staffing model that incorporates non-traditional models and new reimbursement methodologies.
2. Formulate basic plans that identify new marketing strategies for their agencies.
3. Classify the range of restructuring options, including the pros and cons of each.

Course Outline
• Introduction (9:30 am - 9:45 am)
• Workforce issues (9:45 am - 10:45 am)
• Impact on marketing (10:45 am - 11:10 am)
• Break (11:10 am - 11:20 am)
• Dealing with competition (11:20 am - 11:45 am)
• Art of negotiation (11:45 am - 12:10 pm)
• New programming/service lines (12:10 pm - 1:05 pm)
• Lunch (1:05 pm - 1:35 pm)
• Restructuring options (1:35 pm - 2:10 pm)
• Implications for implementation including key action steps (2:10 pm - 3:15 pm)
• Summary of Training (3:15 pm - 3:30 pm)

Target Audience: Social Workers, Counselors, Managers, Fiscal, Administration

Course Content Level: Intermediate

CE Hours: 5 CE, General Social Work
Meet the Presenters

Ira Hammer, MSW, MBA
Consultant/Principal
H & S Consultants

Ira Hammer is a senior level executive with more than 30 years of progressive management experience in healthcare and behavioral health administration and finance. He is currently an independent consultant providing strategic planning, project management, business development and revenue enhancement services for healthcare and human service organizations. Previously, Mr. Hammer was Executive Vice President for a multi-hospital system in Hudson County, NJ. For the past 10 years, he has conducted numerous workshops for managers and leaders in the mental health and human service fields. Mr. Hammer has a BBA in Accounting from Baruch College, an MSW from Fordham University Graduate School of Social Service and an MBA from New York University Graduate School of Business Administration.

Michael Swerdlow PhD, FACHE
Director, Integrated Care
Bridgeway Rehabilitation Services

Dr. Swerdlow has a BA from San Diego State University and a PhD from the Graduate Faculty of the New School for Social Research. He has more than 30 years of experience managing the clinical, operational and financial performance of a wide range of behavioral health and social service programs. He has extensive experience in program design and development, and is published in the area of cross-cultural program design and international mental health. Dr. Swerdlow is certified as a Total Quality Management Trainer, as well as a Fellow in the American College of Health Care Executives.

*Fee Per Course: $150

Continuing Education Credits

NJ Social Workers: An application has been submitted for consideration of CE approval through ASWB ACE. Once granted, CE credits will be available for each individual course. In order to receive your CE for your participation, you must sign in and out of each individual course and complete an evaluation for each. No exceptions can be made. Certificates will be mailed to attendees to the addresses provided in their registration within 30 days.

Please note: ASWB ACE is not accepted by the NY State Licensing Board.
For information about Continuing Education credits, please contact jmoy@njamhaa.org.
Terms and Conditions:
Please follow the guidelines listed below to ensure that your registration is promptly and accurately processed.

Registration Rates
$150 per course. Lunch will not be provided

Online Registration
To ensure efficiency and accuracy, we need to process all registrations online. E-mails and faxes do not constitute registrations. After completing your online registration, if you are paying by check, please print the confirmation and send a copy of it along with your payment, 7 days prior to event made payable to NJAMHAA, and mail it to Accounts Payable, at NJAMHAA (see address below). If you have any difficulties with online registration, please contact Julie Moy at 609-838-5488, ext. 218.

Cancellation, Substitution and Refund Policy
Attendee registrants must cancel registrations IN WRITING ONLY to Julie Moy via fax at 609-838-5489 or e-mail at jmoy@njamhaa.org, by 4:00 p.m., seven calendar days prior to the conference start date in order to receive a 100 percent refund. Substitute registrations can be made after that date. No-show registrants will still be responsible for payment of their registration fees IN FULL and will be invoiced accordingly. Phone calls and voicemails will not be accepted as a means of cancellation.

Grievance Policy
Should any registrant be dissatisfied with the quality of their continuing education program, a request in writing, explaining why you were dissatisfied, must be submitted to NJAMHAA within five business days of the conclusion of the conference/training in order to receive a full refund of registration fees. The claim must be a valid claim and supported by specific documentation. Please go to njamhaa.org/events for full details on NJAMHAA's grievance policy.

Your request can be sent to Julie Moy via e-mail at jmoy@njamhaa.org or fax to 609-838-5489.

Payment Information and Insufficient Funds
Online payments may be made in the form of a Visa or MasterCard. Checks are also accepted, made payable to NJAMHAA, and mailed to NJAMHAA Accounts Payable 3635 Quakerbridge Road, Suite 35, Mercerville, NJ 08619. If a credit card is declined for any reason, a $15 fee will be applied to your invoice and be required as payment. If a check is returned by the bank due to insufficient funds, a $35 fee will be applied to your invoice and required as payment. Individuals holding outstanding balances will be ineligible to attend future NJAMHAA conferences or trainings until the outstanding balances are paid in full. Each individual with an outstanding balance that has been carried for more than 30 days will incur a $25 late fee, which will be applied to the invoice and required as payment.

ADA Accommodations
Participants who require disability accommodations, please contact Julie Moy at 609.838.5488 ext. 218 or by e-mail at jmoy@njamhaa.org at a minimum of fourteen (14) business days prior to the event.