

Making a mid-career change in healthcare leadership

Moderator: Alan Shoebridge

Panelists: David Grandy, Camille Strickland & Jennifer Wilkerson

Agenda

- Our panelists will discuss changes in their careers and share how those experiences can help you prepare for your next move
- We'll cover how to assess new opportunities, develop successful onboarding strategies, lead teams during transitions and more

Learning Objectives

You will be better equipped to:

1. Assess potential career moves; be personally and professionally prepared for change
2. Learn how to successfully onboard into a new organization/new leadership role
3. Lead teams during times of transition
4. Evaluate your new organization/new role

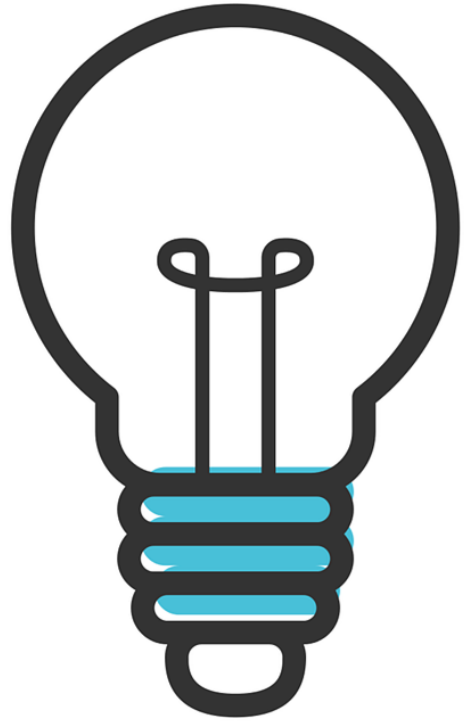
Be not afraid of
growing slowly,
be only afraid of
standing still.

-Chinese proverb



Panel introductions

- Tell us a bit about your background, current role and the changes you've made in the past 18 months.



Situation:

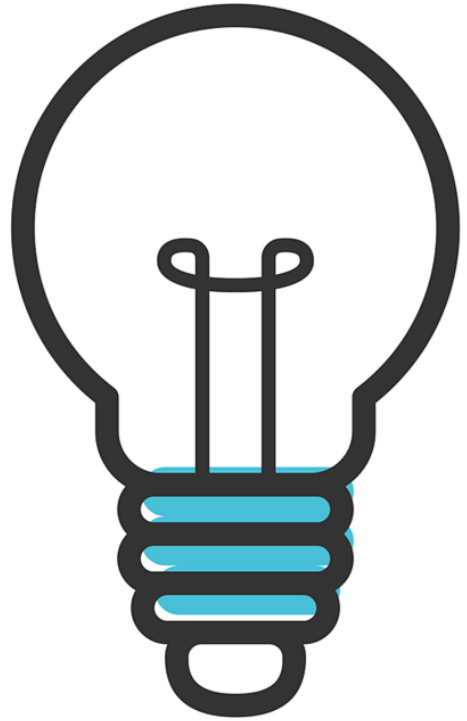
It might be time for a change of scenery or a new challenge where you are.

Panel Q&A

- How did you take stock of what you were doing and decide it was time to consider a change?

Panel Q&A

- What resources or relationships did you lean on for advice?



Situation:

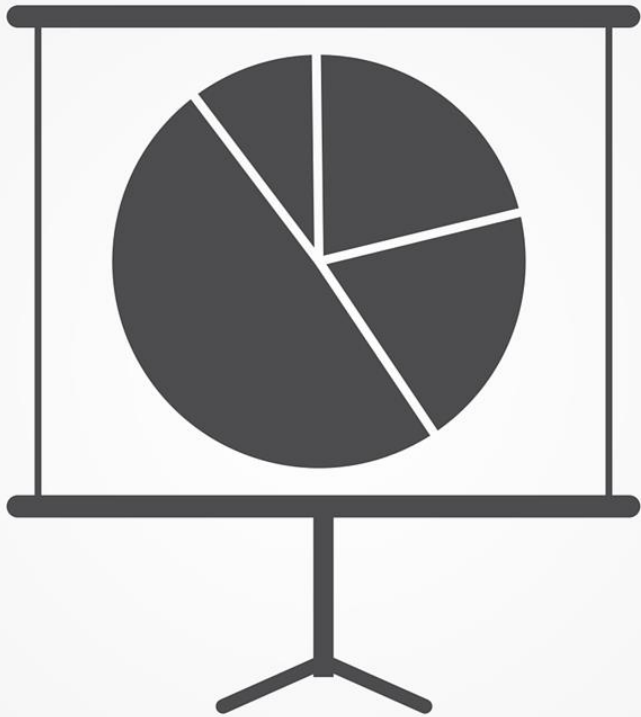
An attractive opportunity presents itself. Now what?

Panel Q&A

- What were the most important attributes of the new organization or new position that you considered?

Panel Q&A

- What was the most important question you should have asked, but didn't?

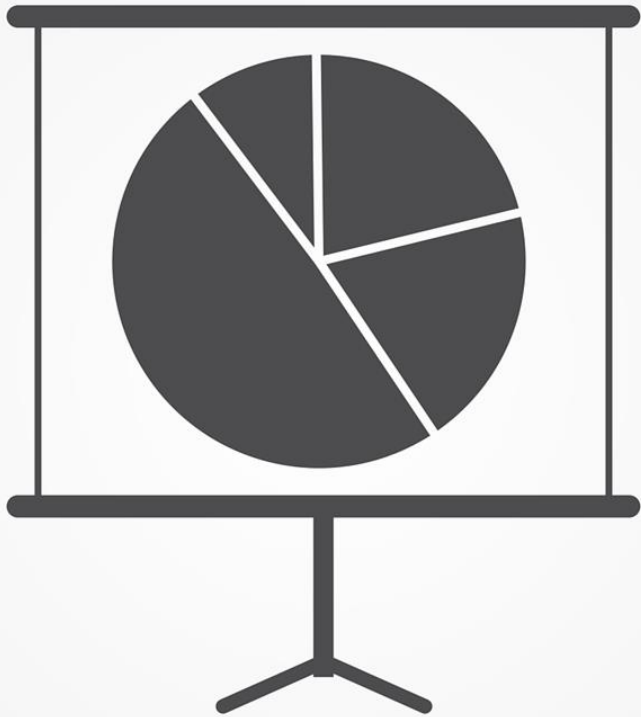


Situation:

You've committed to a new journey. Things are about to get real.

Panel Q&A

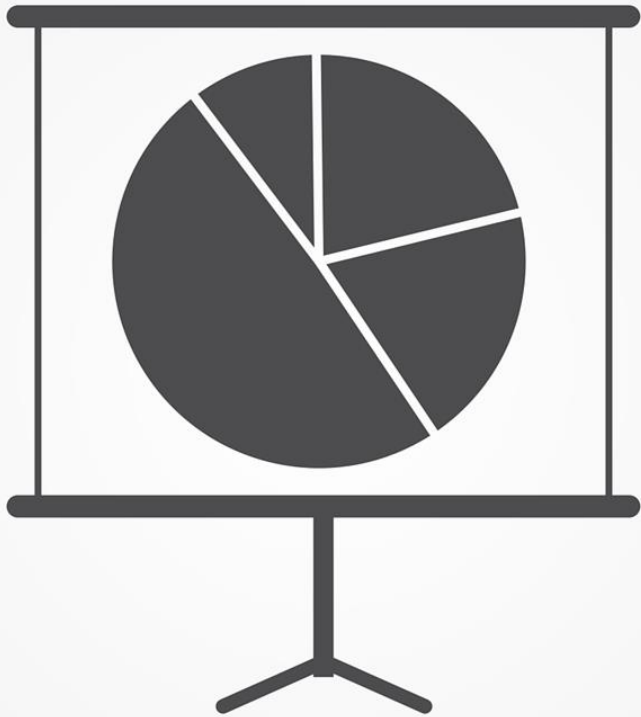
- What personal and professional adjustments did you need to make? Were there any surprises?



Transition Period: Planning for Success

Panel Q&A

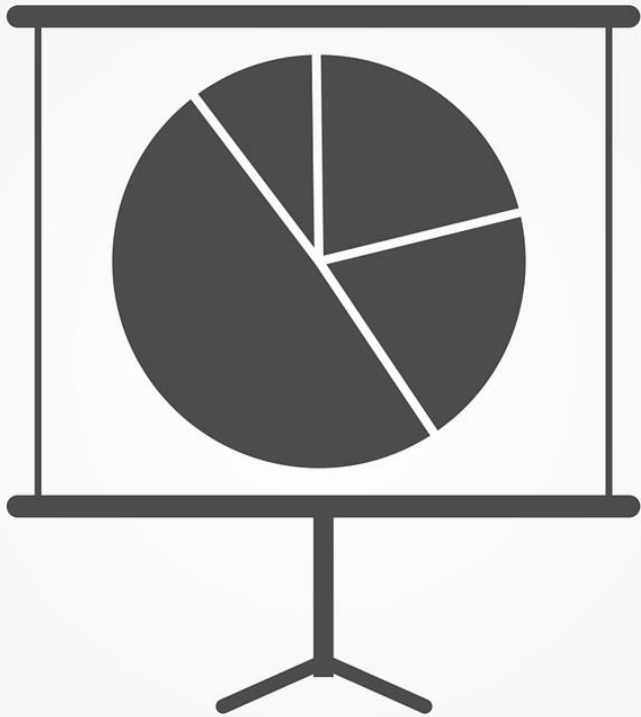
- How did you prepare for your first 90 days on the job? What was your plan to measure success, and did that plan change?



Settling in: Leading a New Team

Panel Q&A

- How did you evaluate your new team?
- How quickly did you make any staffing changes?



Looking Back: Lessons Learned

Panel Q&A

- What surprised you most – personally and professionally?

Panel Q&A

- What is your most important piece of advice for someone considering a mid-career leadership change?

Three Key Take-Aways

1. Start planning now

- Know what is important to you
- Lean on your network for advice
- Consider working with a career coach to identify your goals

Three Key Take-Aways

2. Make sure your house is in order

- Update your resume and LinkedIn profiles
- Figure out your approach on identifying new opportunities

Three Key Take-Aways

3. Build a plan for successful onboarding

- Get buy-in from your leadership
- Share plans with your new team
- Measure your success!

Questions?

Please be sure to complete the session evaluation on the mobile app!

Alan Shoebridge - Moderator



ashoebridge@svmh.com



Alan Shoebridge is the director of marketing for Salinas Valley Memorial Healthcare System. He has also held senior marketing and communication leadership roles at Kaiser Permanente and Providence St. Joseph Health, two of the nation's largest healthcare providers. He is currently a SHSMD board member.

Alan has more than 15 years of direct marketing and communication experience for healthcare and medical insurance organizations with a focus on marketing plan development, advertising, messaging, research and other areas. He has also worked as a newspaper reporter and in public relations. Alan earned his BA in English from the University of Oregon.

David Grandy - Panelist



david.c.grandy@kp.org



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David leads Kaiser Permanente's Delivery System Design and Innovation practice which includes the KP Innovation Consultancy and Sidney Garfield Center. David is a BD+C 40 Under 40 recipient, an ENR 20 Under 40 and HCD 10 member, an elite group of design professionals whose work is influencing the healthcare industry. He is passionate about design, healthcare, and making a positive impact on the world. An avid traveler, David never leaves home without a color-block watch and a messenger bag made of reclaimed parachutes and seatbelts....which makes him very punctual and always ready to jump.

Camille Strickland - Panelist



comstrick@gmail.com

Camille is a healthcare leader with 17+ years of experience in health system marketing, communications and growth strategy. Her professional background includes roles at non-profit and for-profit health systems, including Dignity Health, UCLA Health, Loma Linda University, and Community Health Systems. She has also served as strategic counsel to internal agency and client teams, including ReviveHealth and Brighter Collective. She received her Master's Degree in Healthcare Administration from Loma Linda University, and currently serves on the board of the American Hospital Association's Society for Healthcare Strategy and Market Development (SHSMD).

Jennifer Wilkerson - Panelist



JWilkerson@sheppardpratt.org



Jennifer Weiss Wilkerson has more than 20 years of healthcare strategy experience. In January 2019, she became the Chief Strategy Officer for Sheppard Pratt Health System. Prior to that, she served as the VP of Strategic and Business Planning for MedStar Health's Baltimore division for more than 17 years. Wilkerson has also held several roles in the provider, insurance and consulting sectors of health care. Wilkerson earned her Master of Health Services Administration degree from The George Washington University. She currently serves as a member of the board of directors for SHSMD .

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