Chief Wellness Officer Course FAQ Sheet

1. What are the purpose and objectives of the Stanford Chief Wellness Officer course?

This one-week immersion course is designed to help senior leaders develop deep expertise leading organization-level physician well-being and professional fulfillment efforts. Upon completion of the course participants will have:

- Expertise in the principles and organizational approaches needed to cultivate physician well-being including creating an efficient practice environment, promoting personal resilience, and developing an organizational culture that fosters engagement and professional fulfillment (i.e. a culture of wellness)
- Leadership skills to spearhead their organization’s physician wellness efforts
- Knowledge and hands-on experience developing a customized strategic plan to build and sustain a physician well-being program to meet the needs of their organization

2. Who should attend the course?

The course is designed for senior leaders who have the responsibility for their organization’s physician well-being, engagement and satisfaction efforts. The formal roles of participants typically include: Chief Wellness Officer, Chief Medical Officer, Chief of Staff, Chief Experience Officer, Chief Quality Officer, Associate Dean/Senior Associate Dean, or another senior leadership role.

If your wellness work is focused on more of a local level at your institution, we encourage you to consider applying to the Stanford WellMD Physician Well-Being Director Course. The Stanford Medicine WellMD Center is offering our first 6-week virtual program, designed for physician leaders to equip them with tools to lead wellness efforts at the local level in departments, divisions, sites, and groups. This course may also be appropriate for those leading organization-wide efforts at healthcare centers with fewer than 250 physicians. If you are interested, please contact us at wellmdcenter@stanford.edu with “Physician Well-Being Director Course” in the subject line and we will add you to the interest list. Applications will open in January 2021 and the courses will take place in Spring and Summer of 2021.

3. What is the format of the course?

The course is composed of a combination of brief presentations, interactive exercises, case studies, and team-based small group work, culminating in group presentations to a simulated executive board at the end of the week. Participants will also develop a strategic plan for their organization’s physician well-being program. In addition to the formal curriculum and activities, office hours and additional informal one-on-one time is available throughout the week, so that participants can take advantage of faculty expertise to discuss their specific organizational needs.

4. Who are the course faculty?

Tait Shanafelt, M.D., Chief Wellness Officer at Stanford Medicine, serves as Course Director. The faculty is composed of Stanford WellMD Center leaders as well as other select national physician wellness experts. All faculty members have extensive experience in system and organizational experience cultivating physician wellness.
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5. What are the application requirements?

All prospective participants must complete a Leadership Abstract application. The application process will also help you assemble critical information you will need to begin to develop portions of your strategic plan, including: a brief description of your organization, the 2-3 largest challenges your organization is facing, a description of the current state of physician well-being at your organization, and key organizational priorities. The Leadership Abstract requires a letter of support from a senior leader within your organization (typically the Dean, CEO, COO, or CMO) articulating the organization’s commitment to improving physician well-being as a strategic priority and designating you as a key leader in the organization’s efforts. All Leadership Abstract applications must be submitted online: http://stanford.cloud-cme.com/cwo2021

6. What is the course fee?

The course fee is $11,900. This fee includes:
• Registration, attendance, program materials and most meals
• Faculty presentations, panels, activities and small group discussions
• Access to 1:1 meetings with course faculty during office hours
• Guidance from faculty and dedicated time to create a customized strategic plan for your organization
• A bank of core presentations developed by course participants addressing critical dimensions to take back to your organization such as “Engaging the C Suite”
• Network of colleagues who are creating complimentary programs

The registration fee does not include lodging.

7. Where is this course located?

The course will be held in Half Moon Bay, CA. Hotel costs are separate from the CWO course fee, however a highly discounted room rate is available to participants once their application for participation is accepted.

8. Should I bring my family to this weeklong experience?

The week is rigorous and, although there are extensive opportunities for casual interactions with other meeting participants, there is not much “free” time:
• Each afternoon you will have homework that you must complete before the next day. We anticipate it will take you 60-90 minutes
• Each evening there will be project team meeting for 60-90 minutes to create your team presentation for Friday