

## Ensure Your Board Chair Gets Off to a Great Start

Give your new Board Chair the advantage of getting up to speed quickly and thoroughly. The **Hospice Board Chair Advantage** program provides Chief Executives and new Board Chairs (or chairs-elect) the tools to accelerate moving to the next level of high-impact governance. A 3-month on-ramp for Hospice Board Chairs is led by hospice and board governance expert, Bill Musick, and supplemented by peer interaction and access to other governance experts via Hospice Governance Academy® on-line modules.

### Accelerate Your Chair's Readiness to Lead a High-Performing Board

Hospice Board Chair Advantage prepares Board Chairs to hit the ground running as a key thought partner to the Chief Executive, as well as the board's facilitator and leader. Chief Executives participate at three critical points: in a kick-off session with Bill Musick and the Board Chair where goals and expectations are defined, a mid-course session on board chair relationships with other cohort Chief Executives, and at the end of the 3-month program for a checkpoint session to identify key actions to implement with your board. Meanwhile, Board Chairs meet with their fellow chairs on a monthly basis to learn from Bill and their peers.

### Sign-up your new Board Chair for our next enrollment period.

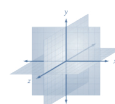
Register your new or incoming Board Chair to be one of the six Board Chair Advantage participants for our next enrollment period and unlock all of the benefits and tools this intimate, hands-on, and focused opportunity has to offer. Chief Executives will have the opportunity to partner in setting expectations, asking questions, and sharing feedback throughout the process. HBCA may also help make the difference for reluctant board chair candidates.

Q1 2022		Board Chair	Chief Executive
January	Kick Off Meetings	✓	✓
February	High Performing Boards	✓	
March	CE-Board Chair Relationship		✓
March	What Makes a Great Board Chair?	✓	
April	Advanced Topics for Board Chairs	✓	
April	Action Planning	✓	✓

## PRICING INFORMATION

**Early Bird Pricing Until November 30th, 2021:  
\$899 per Board Chair & Chief Executive Pair**

**Enroll you Board Chair Today!**



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## What's Included?

### Monthly cohort meetings with Bill Musick

Each month's topic addressed through assigned online modules followed by a facilitated discussion. Meet and discuss questions, concerns, and ideas with other Board Chairs!

### Unlimited Hospice Governance Academy®

Full access to all modules for Chair and Chief Executive.

### LinkedIn Group

Private LinkedIn Group for Hospice Board Chair Advantage participants and Alumni.

### Hospice Governance Master Classes

Virtual Conference offered FREE to current Hospice Board Chair Advantage participants with special pricing for Alumni.

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## Are your aspirations for your board being frustrated by one of these limiting beliefs?

### Belief #1: Pick a good board chair and then hope for the best.

We want to believe if we pick the best available person to chair the board that they'll do a great job. Without intentional effort to onboard a new board chair: figuring out how to best work with the chief executive in a productive fashion, modifying their relationship to the rest of the board in this new role, and determining priorities for the board's work during their term, you may find yourself falling short of your aspirations.

### Belief #2: Board members, and chairs in particular, are too busy to spend time learning.

Board members ARE too busy to waste time in meetings that don't add value, but our experience shows us that board members want to learn, want to be engaged, and want to add value. Tools like HGA, with a 4.8 out of 5 rating by users, is one way. Hospice Board Chair Advantage takes you even further with less effort on your part.

*"HGA's short videos make it easy to stay up to date on the latest issues facing hospices and to refresh our knowledge so that we can be more effective in our roles. One of the exciting things about this platform is that helps us to focus on a few key things and not feel overwhelmed."*

*- Frank Puglisi, Hospice EastBay Board Chair*



### Belief #3: It can be dangerous for board members and chairs to learn independently.

I think most of us who have been chief executives have experienced angst when a board member brings in “independent” information and the fear that this information will take the member and the rest of the board down a rabbit hole that is not a priority for the board and organization. The solution is not to create a “bobble-head board,” where a board is only fed information from the Chief Executive and everyone politely nods their heads in agreement, but rather to build a board room culture where members feel comfortable raising questions, and where members feel equally comfortable to remind colleagues of their role and their priorities. This goes a lot further to build trust and add value.

*“In all of my years volunteering on boards, and there have been several, this is the first time that I have received such an in-depth understanding of the mission and goals of the organization right from the get-go. The HGA training has made me energized and prepared to serve!”*

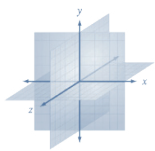
*– Jim Preston, Emmanuel Hospice Board of Directors*

### What we believe, and support hospice executives and boards to accomplish.

High-performing governance starts with arming the Chief Executive and Board Chair with the tools and tactics they need to successfully guide and influence not only a board, but a board that is fully engaged, that understands its roles and responsibilities, and models and champions a culture of integrity, fairness and respect. The Hospice Board Chair Advantage program will gather new Board Chairs from across the U.S. for a 3-month customized course on advanced topics of hospice board governance and leadership. Participants will work directly with Integriti3D President and hospice governance expert, Bill Musick, to identify areas of strength and opportunities for growth. Participants will also be connected to a broader network of other Board Chairs and industry leaders through monthly sessions, panel discussions, and networking opportunities.

*“Bill - you personally add enormously to the process. You are clearly good at working with groups and synthesizing ideas. Watching you moderate the discussions in the on-line learning courses made me realize just how broad your knowledge of hospice boards really is and how much knowledge and experience you are able to bring to the process. Thank you for all that you’ve brought to us.”*

*- Dr. Kenneth Riff - Board Member – North Hawaii Hospice*



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### About Bill Musick

Bill Musick has seen the good, bad and ugly of hospice boards as a chief executive, board member and consultant. Through years of training, certification and real-life experience, he has fine-tuned a passion for good governance into a framework that will ensure that your hospice board reaches its full potential.



## HOW DOES HGA WORK?

Administration for your organization is easy; allows you to go broader/deeper in your in-person meetings!

- Simple set-up
- Email reminders so that members know when material is available
- Progress reporting—know what your board has completed
- Leaderboard and badging to incentivize learning
- Discussion guides for extending and applying learning in the board room
- Unlimited access to full library of courses and interviews for about \$225 per board member per year (based upon average board size of 17)

### Included in your subscription:

#### Spotlight Interview Series

##### Spotlight Interviews focus on 3 key areas

- Strategic Thinking for Hospice Boards
- Creating Healthy and Engaged Boards
- The Role of Hospice Boards in Building a Culture of Integrity, Fairness and Respect

##### Upcoming Topics

- The Hospice Board's Key Roles in Compliance
- Trends in Community-Based Palliative Care
- What Medicare Advantage and VBID Mean for Hospices
- Why Boards Can't Delegate Ethics
- Why Hospice Boards Should be Focused on Diversity and Inclusion
- Leveraging the Partnership Between the Board Chair and Chief Executive
- Rethinking Board Fundraising: Ambassadorship, Next Gen Giving, and Measuring Impact

#### Fundamentals

##### Role-Specific Modules

*Ideal for brushing up on the basics or for onboarding.*

##### Board Members

- Board Roles and Responsibilities
- Hospice and Palliative Care Basics
- A Board's Role in Creating a Culture of Integrity, Fairness and Respect
- Strategy for Hospice Boards

##### Board Chair

- The Chair's Role in Building Strong Boards
- Traits of a Skillful Chair

##### Chief Executive

- The Chief Executive's Role in Building Strong Boards
- Do's and Don'ts of Building Board Relationships

## PLUS Program

##### Live Interactive Forums

- Chief Executive Track
- Board Chair Track

##### Quarterly Consultation

Review and adjust your use of HGA in consultation with Bill Musick

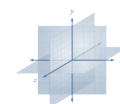
##### Advice Line

Resolve your questions quickly with easy consultation



#### ABOUT

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