

檔 號：

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# 中華民國醫師公會全國聯合會 函

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附件：CPW說明、WMA邀請函、報名表、課程大綱

主旨：有關世界醫師會 (World Medical Association, WMA) 「  
The 4th Caring Physicians of the World-Leadership  
Course 」開放報名訊息，請 查照。

說明：

- 一、旨揭課程訂於本（100）年11月20日至25日假新加坡INSEAD  
校園舉辦，詳細說明及報名方式請詳閱附件。
- 二、本項訊息已刊登本會網站供會員參考。
- 三、檢附本案說明、WMA邀請函、報名表、課程大綱如附件供參。

正本：各縣市醫師公會

副本：行政院衛生署國際合作處阮處長娟娟、台北醫學大學公共衛生暨營養學院邱院長  
弘毅、台北醫學大學國際事務處張國際事務長武修

中華民國醫師公會  
全國聯合會校對章

理事長 李明演

報名期限6月3日前，急迫。

本件網誌。

陳維叡 54

## 世界醫師會 (World Medical Association, WMA) 『The 4<sup>th</sup> Caring Physicians of the World Leadership Course』開放報名

背景：WMA 將於今（100）年 11 月 20 日至 25 日假新加坡之 International Business University INSEAD 學院舉辦為期六天之第四屆 Caring Physicians of the World Course 訓練課程。

課程內容：培育醫界領導人才，內容包括：

1. Negotiation and advocacy work on a political level for patient care, public health, medical profession, and related organizations
2. Leadership with/without authority
3. Group dynamics/team building
4. Medical quality, health systems, and regulation
5. International medicine

甄選標準：報名者需具五年以上衛生領域工作經驗。若報名人數超過 30 名，將有甄選過程。甄選標準包括：英語流利、是否能保證能全程參與課程、醫師身份（MD 或同等）。獲錄取者需於 11 月 20 日中午以前抵達會場。

說明：若本會推薦之人選通過世界醫師會甄選委員會之甄選，可獲主辦單位課程費用補助。獲選者需自付機票及食宿費等，惟主辦單位將補助每位等值歐元 1,500 元之食宿補助（約概含一且將全數使用於課程期間之食宿）。

附件：WMA 邀請函、報名表、課程大綱。

敬請有意參加者於 6 月 3 日前，填妥所附報名表，連同 CV 及個人照片（電子檔）寄至醫師公會全國聯合會左中宜小姐（[tso@tma.tw](mailto:tso@tma.tw)），謝謝！

本案聯絡人：  
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# THE WORLD MEDICAL ASSOCIATION, INC.

L'ASSOCIATION MEDICALE MONDIALE, INC  
ASOCIACION MEDICA MUNDIAL, INC



To the  
Presidents, Chairs and CEOs of the  
Constituent Members of the  
World Medical Association

May 3<sup>rd</sup>, 2011

**Caring Physicians of the World  
Leadership Course 2011,  
Call for Nominations (Deadline: June 30<sup>th</sup>, 2011)**

Dear Colleagues,

The World Medical Association proudly presents the fourth Caring Physicians of the World Initiative (CPW) leadership course for our constituent members.

We are happy to continue our cooperation INSEAD. This business school is renowned for training professionals of companies and institutions worldwide and has a standing reputation in providing training for leaders in various fields of our societies and in cross-cultural settings.

A highly reputed international faculty from INSEAD supported by leaders from organized medicine, will cover a wide spectrum of leadership skills for the global stage, including cross-cultural and media training.

With the generous support from Pfizer Inc., the WMA is able to support 30 participants financially. Grants can be provided to cover tuition fee. There will be also a bursary covering the catering and lodging cost. For those who do not wish to receive this support from WMA, because it is derived from corporate partnership, cost can be defrayed by the participants or their organizations.

The full week course will be taken place at the INSEAD campus Singapore from November 20<sup>th</sup> – 25<sup>th</sup>, 2011. The participants will have to arrive on November 20<sup>th</sup> until afternoon. A partial participation is not possible.

With the experience of the previous courses we are confident we will provide a useful assistance to the WMA membership with this educational opportunity. We are looking forward to receiving your nominations. Please find details and instructions enclosed.

With kind regards,

Dr. Otmar Kloiber  
WMA Secretary General

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01210 FERNEY-VOLTAIRE  
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E-mail address : [wma@wma.net](mailto:wma@wma.net)

Postal Address :  
Boite Postale 63  
01210 FERNEY-VOLTAIRE Cedex  
France

**World Medical Association  
Caring Physicians of the World  
Leadership Course November 20-25, 2011, Singapore**

**Application Form  
To be submitted with the Nomination Form of your Medical Association  
(Deadline: June 30<sup>th</sup>, 2011)**

**This form will only be considered when submitted with a duly filed nomination by a  
WMA Constituent Member (Medical Association)**

|                             |   |
|-----------------------------|---|
| Family Name:                |   |
| Given Name:                 |   |
| Age:                        |   |
| Home address:<br>(complete) |   |
| Acad. Title:                |   |
| Gender:                     | Male <input type="checkbox"/> Female <input type="checkbox"/> |
| Specialty:                  |   |

I can be reached for questions concerning this application directly at:

|  |
|--|
| phone number:<br>(country code, area code, number) |
| e-mail:  |

Educational background:

|  |
|--|
|  |
|--|

Professional development  
and current activities:

|  |
|--|
|  |
|--|

|   |  |
|---|--|
| Engagement in organized medicine:<br>(Offices, functions, projects, campaigns etc.) |  |
| State your personal mission or motivation for engaging in organized medicine:       |  |

I am not permitted/do not wish to receive financial support for (please check when appropriate):

Tuition  (Please contact the Secretary General for further information)

Catering and Accommodation

(The acceptance or non-acceptance of funds has no influence on the selection process.)

I am aware and I agree that there may be a selection process, if there are more valid applications than places (30). **If I am being accepted, I commit myself to participate in the full length of the course from November 20<sup>th</sup> - 25<sup>th</sup>, 2011.** I know that I will have to arrive in Singapore on November 20<sup>th</sup> until afternoon.

My command of the English language allows me to actively participate even in difficult and controversial debates.

By submitting this form I agree that the material of this application is shared with the persons involved in the realization of this course. I also agree that my name will be made public, if I am accepted for participation in the course.

**Note:** The accepted applicants will be announced during August 2011. All applicants will be informed by e-mail. The WMA will keep confidential the names of those applicants who were not selected for the 2011 Course.

**INSEAD**

The Business School  
for the World



# **World Medical Association - INSEAD Leadership Development Programme 21-25 November 2011, INSEAD, Singapore**

Prepared by

**Reinhard Angelmar**  
The Salmon and Rameau Fellow in Healthcare Management  
Professor of Marketing  
**Stephanie Comenge - Director Partner Development**

# PROGRAM OBJECTIVES



- The overall goal is to make the participants more effective in their roles as leaders in their country's medical association, and as team members of the World Medical Association.

More specifically, the program seeks to enhance their competencies as

- ◆ 1) shapers of health policy,
- ◆ 2) leaders and change managers,
- ◆ 3) members of multi-cultural teams, and
- ◆ 3) negotiators



## Proposed Programme Schedule

| Sun, Nov 20 | Mon, Nov 21  | Tue, Nov 22   | Wed, Nov 23   | Thur, Nov 24  | Fri, March 25                      |
|-------------|--|---|---|---|------------------------------------|
|             | <p>Program Introduction<br/>Healthcare and organized medicine<br/>(Reinhard Angelmar &amp; (Bob Miglani)</p> | <p>Effective Leadership Styles<br/>(Jon Chilingerian)</p>           | <p>Conducting Business Across Cultures: Improving cross-Cultural and Virtual Communication<br/>(Simone Redrapp)</p> | <p>Negotiation Skills for Complex Negotiations<br/>(Horacio Falcao)</p> | <p>Negotiation Skills (cont'd)</p> |
| Arrival     | <p>WMA Policy Advocacy for Health<br/>(WMA)</p>  | <p>Strategic Thinking and Leading Change<br/>(Jon Chilingerian)</p> | <p>Conducting Business Across Cultures (cont'd)</p>   | <p>Negotiation Skills (cont'd)</p>                                      | <p>Departure</p>                   |
|             | <p>Opening Dinner</p>  |   |   | <p>Closing dinner</p>   |                                    |

# Proposed Programme Content (Day 1, morning)



## ■ Introduction to the programme

- ◆ INSEAD/WMA/Pfizer: Welcome
- ◆ INSEAD: Program overview

## ■ Healthcare and organized medicine

- ◆ Role of physicians in health care systems
- ◆ Organized medicine and the WMA
- ◆ Health care economics and policies
- ◆ The value of health care and medicine
- ◆ Doctors and the health care system: role expectations, satisfaction, key issues, and public perceptions of doctors

the opportunity to network, and use their creativity and entrepreneurial thinking

# Proposed Programme Content (Day 1, afternoon)



## ■ Caring Ethics Science

- ◆ Communication building trust and reliance
  - ▶ Patients
  - ▶ Peers
  - ▶ Press

## ■ WMA Policy

- ◆ International standards for medicine
  - ▶ Why do we need global consensus?
  - ▶ Building international rules and guidance
  - ▶ Relation to national standards/guidance
- ◆ Advocacy for Health:
  - ▶ Turning WMA Policy into a tool for advocacy
  - ▶ International networking for health advocacy
  - ▶ Medical Diplomacy
- ◆ Case studies and problem resolving
  - ▶ Declaration of Helsinki - History and effects of a policy
  - ▶ Answering questions

# Proposed Programme Content (Day 2)



## ■ Effective leadership styles

- ◆ Different leadership styles
  - ▶ Understand, evaluate and assess leadership styles
- ◆ A situational leadership model
  - ▶ choose a leadership style that is adapted to the situation
- ◆ Learn why leaders are the instrument of fair process
- ◆ Learn how to build commitment to goals

## ■ Strategic thinking and leading

- ◆ To expose participants to new concepts such as adoption curves, the law of the few, attitude segments, innovation/adoption life cycles, diffusion, and tipping points.
- ◆ To understand the practical implications of implementing change.
- ◆ To force participants to confront their biases with respect to change management, to challenge their assumptions, by becoming exposed to other viewpoints.
- ◆ To learn how to overcome resistance to change by understanding social networks

# Proposed Programme Content (Day 3)



## ■ Conducting business across cultures

- ◆ Introduction to cultural and diversity awareness.
- ◆ Learn to identify and deal with the barriers of cross-cultural communication and team work
- ◆ Impact of cross-cultural awareness on organisations and individuals
- ◆ A simulation involving will let participants solve a problem individually and then in groups. The purpose is to help them understand and practice effective group problem solving. In addition, the simulation will give them an opportunity to get feedback on their personal influence style as a team member and practice their group process observation skills

## ■ Improving cross-cultural and virtual communication

- ◆ Discuss the challenges that cross-cultural virtual teams meet, the factors that can enhance or impede the effectiveness of these teams, and how technology might be used to "connect people".
- ◆ How do you manage communication in distributed teams, and how to develop new practices and roles so that technology supports interactions and collaboration

# Proposed Programme Content (Day 4/5)



## ■ Negotiation skills for complex situations

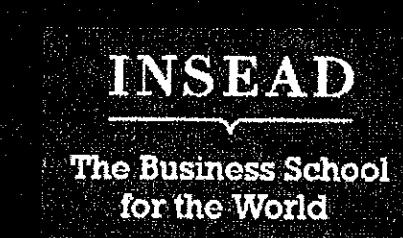
The following 3 sessions explore the ways that people negotiate to create value and overcome common as well as complex negotiation obstacles such as the tension between substance and relationship, and distribution of value, as well as multiparty negotiations and the art and science of coalition building to improve your negotiation outcome

### ◆ Defining and achieving negotiation success

- ▶ Introduction and negotiating exercise
- ▶ Assumptions that drive negotiation behaviors
- ▶ Understanding the dynamics of the negotiation process

### ◆ Multi-party negotiations

- ▶ Techniques and processes for managing multiple negotiation parties
- ▶ Coalition Building
  - Taking advantage of the increased number of relationships to build coalitions and obtain more negotiation power
- ▶ Negotiate the viability and configuration of a large scale health care project involving multiple parties



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