

# NEW!

## PARTNERSHIP OF EQUALS

### Practical Strategies for Healthcare CEOs and Their Boards

Peter McGinn, PhD

Effective healthcare organizations need collaborative CEO-board relationships. Author Peter McGinn, a former health system CEO and a former board member, has been on both sides of the boardroom table. This book provides his seasoned advice for building a positive and productive partnership between the CEO and the board.

McGinn suggests a new metaphor for the CEO-board relationship: the CEO as the consultant and the board as the client. Throughout the book, he provides strategies CEOs can use to coach and advise board members. He also provides guidelines for board members. There are differences in the roles of the board and the CEO, but there is a level of parity as well—it is a partnership of equals. This book explains how to enhance the strengths of each party.

**Topics covered include:**

- Getting the right people on the board
- Coaching physician board members
- Grooming future executive committee members
- Establishing and maintaining performance standards
- Managing real or perceived problems and crises
- Building trust, confidence, and respect
- Maximizing participation and contributions
- Making difficult decisions

### About the Author

**Peter McGinn, PhD**, is the founder and president of Leadership Impact, LLC, a consulting practice that helps leaders and organizations excel by bringing out the best in people and aligning their talents with the goals of their organizations. Before founding Leadership Impact in 2007, Dr. McGinn served for seven years as CEO of United Health Services in Binghamton, NY. He is the author of *Leading Others*, *Managing Yourself* (Health Administration Press, 2004).

**“I found McGinn’s common-sense approach to be extremely compelling. He is right on target that the CEO needs to be a consultant to the board. The CEO’s role is to point the way, educate, and provide direction, but ultimately the board must approve and support. McGinn’s strategy of collaboration, consultation, and coaching is a recipe for success.”**

*—J. Thomas Jones, FACHE, President/CEO, West Virginia United Health System*



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PRACTICAL STRATEGIES FOR HEALTHCARE  
CEOs AND THEIR BOARDS

PETER MCGINN

An ACHE Management Series book

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"McGinn's metaphor of the CEO as consultant resonates with me. The CEO, as the organization's content expert, does have the opportunity to serve as the most important consultant the board could have. McGinn cleverly enables the reader to imagine the board-CEO relationship as a partnership of equals as the respective players use their complementary skills and insight to advance the organization. I wholeheartedly recommend this book."

—Ronald R. Peterson, President, Johns Hopkins Health System

"This book highlights the importance of building a strong governance structure that is teamed with management. As the book stresses, CEOs must clearly become both a partner and staff consultant to their board while carrying out their myriad of responsibilities.. This book is a must-read for all who see excellence in governance as a critical factor for future success."

—Thomas C. Royer, MD, President and CEO, Christus Healthcare

Also by Peter McGinn:  
**Leading Others, Managing Yourself**

Visit [ache.org/hap.cfm](http://ache.org/hap.cfm) for more information on this book.



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