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Healthcare Seminar Topics

New Topic Proposals · Cameron Cox III, MHA, FACMPE · e3c3 consulting

Thirty new speaking topics for healthcare managers and administrators, organized by category to align with the current topic structure. Each is written to be relevant and practical without being overly technical, and to complement, not duplicate, the existing catalog.

Trending Topics

Past the Chatbot: Real AI Uses for Healthcare Administrators

The question is no longer whether to worry about artificial intelligence; the room has moved from fear to “okay, but what do I actually do with it?” This session skips the definitions and walks through concrete, non-technical uses an administrator can deploy today: drafting appeals, summarizing payor contracts, triaging the inbox, and building denial-trend reports. A practical, example-driven look at AI as a working tool rather than a buzzword.

Reading the Tea Leaves: Healthcare in 2030

A forward-looking keynote that modernizes the “next frontier” conversation for the decade ahead. Where is the puck heading? Artificial intelligence, consolidation, payor disruption, and the labor squeeze all play a part, and this session explores how practices can position for it now. Framed as opportunities to prepare for rather than threats to dread, this makes for strong closing-keynote material.

Leadership

The Great Resignation Never Ended: Keeping Staff in a Burnout Economy

Staffing is the number-one operational pain point in most practices, and it deserves a session of its own. This presentation addresses retention, burnout, and the realities of a post-pandemic workforce. Building on themes of culture and generational management, it aims squarely at the turnover problem keeping administrators up at night, and offers practical levers for keeping good people.

The Accidental Manager: When Your Best Tech Becomes the Boss

Healthcare promotes clinical and clerical stars into management with zero leadership training, then wonders why they struggle. This is a compassionate, practical session on making that leap, covering the skills nobody taught them and the mindset shift from doing the work to leading the people who do it. Ideal for newly promoted supervisors and the administrators who must develop them.

Crucial Conversations in the Clinic: Saying the Hard Thing

The underperforming employee, the disruptive physician-owner, the patient complaint about a partner: most administrators avoid these conversations until they fester. This presentation offers techniques for having the hard conversation early, directly, and without torching the relationship. Attendees will practice framing, timing, and language that keeps difficult discussions productive.

Leading the Doctors Who Sign Your Paycheck

Healthcare management carries a peculiar challenge: you answer to the very people you are trying to lead. This session explores how to influence physician-owners, manage up to a board of partners, and earn authority you do not technically hold. It addresses a daily reality for practice administrators that few leadership programs ever acknowledge.

The 60-Hour Doc and the 30-Hour Doc: Managing Work-Life Expectations Across a Practice

The founding partner who hasn't taken a vacation since 2009 and the newly recruited provider who treats the schedule like a contract negotiation are both right, and both making each other miserable. This presentation addresses one of the most friction-generating dynamics in today's practices: the collision between traditional physician work culture and the expectations of a newer generation of providers. We will discuss how to structure scheduling conversations before they become grievances, how to identify providers who are quietly burned out and quietly burning out everyone around them, and how leadership can set expectations without losing good clinicians to a competitor down the street.

You're All Bosses Here: Helping Physician-Owners Actually Own the Business

The most expensive seat in a physician practice is often the partner who shows up to the ownership meeting but mentally left the moment the clinical day ended. This presentation addresses the specific challenge of practices where the physician-owners are outstanding clinicians and, more often than not, reluctant or outright oblivious business owners. We will cover how to engage partners in ownership accountability, how to create a board culture where physicians understand their dual role, and how leadership dysfunction at the top cascades into operational chaos below. If your board doesn't quite know it's a board, this is the session for you.

The Physician Who Can't Be Managed: Working Around Your Untouchables

Every practice has one. The producer who generates 40% of revenue and knows it, the founding partner whose name is on the building, the specialist nobody wants to confront. This is a candid session on managing around people who exist outside the normal accountability structure: how to protect team morale, set limits without a direct confrontation, and build a culture where one person's untouchable status doesn't quietly poison everyone else.

Hiring for Culture When You're Desperate for a Pulse

The labor market has flipped the script on healthcare hiring. When you're short-staffed and someone shows up who can fog a mirror, culture fit feels like a luxury. This presentation makes the case that it isn't, and gives administrators practical tools for screening for values and temperament even under pressure. We will cover interview techniques, red-flag behaviors, and how to build a team identity strong enough that the wrong hire becomes obvious before the damage is done, because a bad cultural hire in a small practice costs far more than a vacancy ever would.

The Exit Interview You Should Have Had Six Months Ago

Most practices treat turnover as an event rather than a signal. By the time someone submits their notice, the decision was made weeks or months ago, and a conversation then is too late. This session reframes retention as a continuous feedback loop, covering stay interviews, early warning signs of disengagement, and how to have the honest conversation with a good employee before they've already accepted another offer. Attendees will leave with a simple framework for checking in before checking out becomes the only option.

Governance

Who's Minding the Store? Cybersecurity for People Who Aren't IT

Administrators own the risk but rarely own the expertise. This is a plain-English session on the threats that actually hit practices, including phishing, ransomware, and vendor breaches, plus the handful of governance questions a non-technical leader should be asking their IT vendor and their board. The goal is informed oversight, not technical mastery.

Whose Job Is This Anyway? Board vs. Management

Physician-owned boards routinely blur the line between governing and running the place, to everyone's frustration. This clarifying session defines where governance ends and management begins, why the distinction matters, and how to build the guardrails that keep partners focused on direction rather than the weeds of daily operations.

The Operating Agreement Nobody's Read Since Signing

Buy-sell terms, voting thresholds, and what happens when a partner dies, divorces, or wants out: most groups do not revisit these provisions until there is a crisis. This is a non-legal nudge to dust off the founding documents before the emotional, expensive moment arrives, and a guide to the questions every partnership should be able to answer in advance.

Strategic Planning

Resistance Is Not Futile: The Independent Physician Fights Back

A counter-narrative to the usual acquisition story. There is a genuine movement of groups rejecting acquisition and finding new ways to stay independent. This session profiles the playbook, including shared services, MSOs, and direct contracting, and reframes independence as a viable forward strategy rather than a last stand. It is the optimistic bookend to any discussion of mergers and exits.

Build, Buy, or Partner? Growing Without Betting the Practice

Every growing group faces the same fork in the road: add the service line yourself, acquire it, or partner for it. This session offers a decision framework for evaluating ancillary revenue, new locations, and joint ventures without overextending the practice. Strategy-level and numbers-light, it helps leaders weigh ambition against risk.

Succession: The Plan Every Practice Needs and Nobody Has

Founding physicians are aging out, and groups that have not planned the handoff lose value, talent, and continuity. This presentation addresses how to think about leadership and ownership transition early, for both the retiring partner and the practice left behind. A serious, necessary bookend to conversations about independence and acquisition.

Finance

Death by a Thousand Cuts: Surviving the 2026 Fee Schedule

Every year the cuts get explained, but few talks help managers actually respond. This is a practical session on absorbing another reimbursement hit: where the offsetting revenue lives (care management codes, ancillaries, payor renegotiation) and how to model the impact before it hits the bank account. Attendees leave with a framework for turning an annual gut-punch into a manageable adjustment.

Show Me the Money: Price Transparency as a Competitive Weapon

The federal transparency rules are here, and most practices treat them as a compliance chore. This session flips the script: how to use published payor and hospital rate data to benchmark your own contracts and walk into renegotiations armed with real numbers. Non-technical and strategy-forward, it shows administrators how to turn a regulatory mandate into leverage at the negotiating table.

The Upfront Hustle: Collecting in a High-Deductible World

Patients are now the third-largest payor, and most practices still treat point-of-service collections like an afterthought. This is a practical session on collecting more before the patient walks out the door, covering the scripts, the technology, and the staff-culture shift that makes it stick. We will discuss how to ask for money without damaging the patient relationship and how to build front-desk accountability.

Know Your Worth: Reading a Payor Contract Without a Law Degree

Most administrators sign agreements they cannot fully decode. This presentation walks through the handful of clauses that actually move the money, including fee schedules, escalators, termination provisions, and silent PPO language, in plain English. Attendees will learn what they are agreeing to, what is worth fighting for, and which questions to ask before a signature ever lands on the page.

Where Did It All Go? Understanding Your True Cost Per Visit

You cannot negotiate, hire, or add a service line if you do not know what a single patient encounter actually costs you. This is a friendly walk through cost accounting for people who hate cost accounting. Using real-world examples, we will build the number from the ground up and end with one figure every administrator should keep on a sticky note: the true cost of one more patient.

Operations

The Day the Claims Stopped: What Change Healthcare Taught Us

The 2024 cyberattack froze cash flow for thousands of practices overnight and exposed how fragile the clearinghouse-dependent revenue cycle really is. This is not a technical security talk; it is a business-continuity wake-up call. We will examine what broke, who survived and why, and the contingency questions every administrator should be able to answer before the next outage hits.

The Vendor Stack Reckoning: Are Your Partners Helping or Hurting?

Practices now run on a teetering pile of vendors: RCM, EHR, clearinghouse, and the new wave of AI bolt-ons. This session offers a framework for evaluating whether each partner earns its keep, when to switch, and how to avoid being held hostage by a declining one. Attendees will leave with a scorecard for assessing the partners their practice depends on every day.

The Bottleneck Is Always You (and Other Hard Truths)

This is a process-improvement talk with a Theory of Constraints spine, minus the jargon. Every practice has one rate-limiting step, whether it's the front desk, a single provider, or prior authorization, and fixing everything but that step wastes money. We will discuss how to find yours, why local efficiency can hurt the whole system, and how to stop optimizing the wrong things.

Prior Auth Purgatory: Taming the Industry's Most Hated Process

Nothing unites a practice like collective hatred of prior authorization. This session names the pain, then gets practical: workflow design, payor-specific tactics, automation that actually helps, and what is coming from the regulators. It is equal parts cathartic and useful, a roadmap for shrinking the single biggest source of administrative friction in most practices.

Standard Work: Why Your Best Employee Is a Single Point of Failure

When your most indispensable employee retires, does the knowledge walk out the door with them? This presentation tackles documentation, cross-training, and building operations that survive turnover. Aimed squarely at the retention-era reality where people leave and institutional memory leaves with them, it shows how to make your processes, not your personalities, what the practice runs on.

Patient Engagement

Houston, We Have a Patient: Customer Service When Everyone's a Reviewer

This is a refresh of the online-reputation conversation for the Google-review and social-media era. The patient-as-consumer shift has fully arrived, and this session updates it for a world where one viral complaint can outweigh a hundred quiet successes. We will cover how to monitor your digital footprint, how to respond to negative reviews without making things worse, and how to build the kind of service culture that generates good reviews organically, before a problem forces the issue.

From Waiting Room to Living Room: Meeting Patients Where They Are

Telehealth, portals, texting, and online scheduling have moved the front door of your practice into the patient's pocket, and the patients who never come back are often the ones who could not get in easily. This modernized take on access and engagement covers what today's patients actually expect from a digital experience, which tools are worth the investment, and how to design touchpoints that keep patients connected between visits rather than sending them to whoever is easier to reach.

The Five-Star Trap: When Patient Satisfaction and Good Medicine Collide

Reviews and satisfaction scores increasingly drive behavior, but the most-satisfied patient is not always the best-served one. This thought-provoking session examines the risk of chasing the wrong metrics: when accommodation becomes avoidance, when the five-star review reflects a missed clinical conversation, and when patient satisfaction and good medicine pull in opposite directions. A discussion-driven topic that challenges physician and administrative leaders to define what success in the patient relationship actually looks like.