Can A General Teach America’s Doctors To Be Better Leaders?
Meet the General

General Mark Hertling retired after serving almost four decades in the US Army. At the time of his retirement, he commanded US Army Europe and Seventh Army, where he led over 40,000 soldiers, cared for over 100,000 family members, and partnered with the armies of 50 countries in the European theater. Hertling became a senior vice president at Florida Hospital. He was appointed by President Obama to be one of 25 members of the President’s Council on Fitness, Sports, and Nutrition. Hertling serves as military analyst for CNN, and he speaks and acts passionately on the subjects of leadership, national security, and health trends.

With President Obama and the other members of the President’s Council of Fitness, Sport and Nutrition, May 2014

Briefing First Lady Michelle Obama on changes in the Army’s Nutrition and Training Program, 2010

Conducting a security briefing with Lieutenant General Mohammed Riyadh to Senator John McCain, Mosul Iraq, 2008
About Leadership and Mark Hertling

What You Need to Know About General Mark Hertling and Leadership…

Leading in the Military…

» Four decades of military service leading at every level from platoon to field army.
» Led change in operations, training, and leader development throughout his career.
» Commander at two training centers, one national and one multinational.

Leading in Command…

» Commander of Army’s 1st Stryker Brigade.
» Commanding General, 1st Armored Division in Iraq and Germany.
» Commanding General of U.S. Army Europe, caring for 60,000 soldiers, partnering with 51 nations.

Leading in Communication…

» CNN News Analyst Military / International Affairs.
» Popular speaker at TEDx and keynotes for business & government organizations.
» Major Media: CNN, FOX, MSNBC, NPR, NYT, Washington Post, Al Jazeera, etc.

Leading Cultural Change in Healthcare…

» Senior VP at Florida Hospital — the largest admitting hospital in America.
» Current Member, President’s Counsel for Fitness, Sport, and Nutrition.
» Designed and executed innovative Physician Leadership Development course to transform doctors and healthcare in America today.

Leading in Teaching and Training…

» Responsible for training 160,000 new officers and enlisted soldiers per year.
» Associate Professor, West Point.
» Graduate of West Point; National War College; School of Advanced Military Studies; Holds Masters Degree’s in History & International Relations, and Exercise Physiology.

Why Hire A General?

When the COO of the largest Protestant healthcare system in America (44 hospitals, 74,000 employees, over 4 million patients) started searching for a way to fix the problem of physician leadership, a Disney executive told him, “hire a retired general.” This advice surprised the COO. “Those guys understand the scope and scale of big problems,” the executive explained. “They can help you accomplish what you need to do.” Soon after Florida Hospital hired Gen. Hertling, he created the Physician Leader Development Program, which already has achieved what the organization calls “catastrophic success.” Growing Physician Leaders is based on the insights and experience of that spectacularly successful course.
What You Need to Know About This Book

Healthcare today faces both daunting challenges and exciting new possibilities. Physicians hold the key to improving healthcare, but while they enjoy exceptional training in the science of medicine and boast impressive medical skills, the vast majority of doctors have received little training in even the basics of leadership.

Hospitals, clinics, and healthcare organizations across the nation are wondering, “Can we transform healthcare by improving physician leadership? And if so, how?”

In Growing Physician Leaders, retired Army Lieutenant General Mark Hertling applies his four decades of military leadership to the world of healthcare, resulting in a profoundly constructive and practical book with the power to reshape and reenergize any healthcare organization in America today. Designed to help physicians master the art of leading people, it takes them, step-by-step, through a proven process that can help anyone become a more effective leader.

Growing Physician Leaders gives doctors a potent tool to improve their personal health, their professional health, their organizational health, and ultimately, our nation’s health.

“Growing Physician Leaders is just what current and future leaders in healthcare need to help them lead in clinics, operating rooms, staff meetings, or any other part of the healthcare system.”

— Joe Doty, PhD, Dean Taylor, MD, John Feagin, MD
Feagin Leadership Program, Duke University
This Book Will Help Readers

» **Understand** why physicians must grow as leaders if they are to meet contemporary healthcare challenges.

» **Learn** the critical steps of leading oneself before leading others.

» **Acquire** the kind of improved self-awareness that all effective leaders must have.

» **Find** the most effective ways to interact with co-workers — whether subordinates, peers, and superiors.

» **Discover** why leaders don’t have the right to have a bad day.

» **Correct** damaging misunderstandings about what a leader is and does.

» **Learn** how to build effective teams that accomplish organizational objectives in a timely, satisfying manner.

» **Discover** how great leaders overcome ‘insurmountable’ challenges while building strong teams.

» **Gain** the skill and confidence to exchange years of frustration and disappointment for the thrill of leading people to achieve mutually affirming goals.

**Publication Information**

*Book Title* – Growing Physician Leaders

*Subtitle* – Empowering Doctors to Improve Our Healthcare

*Pages* – 208


*Price* – $24.99

*Format* – 6 in x 9 in Hardcover

*eBook also available* – $13.99

*Release date* – May 17, 2016

*Order Phone Number* – (407) 200-8224

*Media Requests Contact* – FH.Publishing.Team@flhosp.org

*Website* – FloridaHospitalPublishing.com

*Florida Hospital*

*The skill to heal. The spirit to care.*