

Creating Global Connections

By Loy Mong Shi

THE WORLD Medical Association (WMA) - INSEAD Leadership Communication and Medical Advocacy Programme, a training course under WMA's Caring Physicians of the World (CPW) initiative, was held from 28 April to 3 May 2014 at the INSEAD Asia Campus in Singapore. Participants, including 28 medical association leaders from 18 countries and six continents, had been nominated by the leadership of their respective national medical associations for the week-long course.

The CPW initiative was designed to restore enthusiasm and optimism in the field of Medicine, through medical and social leadership based on the enduring traditions of the medical profession: Caring, Ethics and Science. One of their goals was to address the emergent need to train physicians' advocacy and leadership skills. Therefore, WMA collaborated with INSEAD, one of the world's largest graduate business schools, and in partnership with Pfizer Inc and Bayer Pharma AG, developed the WMA-INSEAD leadership course.

The course aims to train participants be more effective in their roles as leaders of their medical associations, and as team members of WMA. More specifically, the programme has been designed to enhance their competencies as decision makers, leaders and group members; shapers of health policies; and spokespersons for the medical profession. The

programme includes modules on Leadership Communications for Physicians, Leading Change in Healthcare, Negotiation Skills, Coalition Building and Crafting the Brand Value of the Medical Profession.

SMA hosted a welcome dinner a day before the course commenced for participants; delegates and facilitators from WMA and INSEAD; and representatives from Pfizer Inc and Bayer Pharma AG. It was a night of collegiality in Table at 7 restaurant, as the guests mingled, catching up with old friends and making new ones. Laughter was the common language as they conversed with medical colleagues of different nationalities, cultures and accents. Throughout the meal, they shared their opinions on medical issues and also discussed light-hearted topics like places of interests in their countries. The dinner also allowed course participants to get to know each other better, which undoubtedly led to more meaningful conversations over the remaining duration of the programme.

SMA believes that it is important to be a part of such initiatives – meeting outstanding leaders of the medical associations from all around the world, establishing networks and developing skills to advocate more effectively for medical care, education, research, ethics, and the medical profession. ■



Participants of the WMA-INSEAD leadership course