



LEXINGTON MEDICAL SOCIETY

Physicians caring for the community since 1799

June 2017

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Robert P. Granacher, Jr., MD, MBA

President's Message:

On April 22, 2017, a number of LMS members were introduced to the Art of Negotiations taught by mathematician, computer scientist and MBA lecturer at the Gatton College of Business, Jack Kirn (no relationship to LMS member David Kirn, MD). This was a prime example of the advantages of belonging to LMS and the value added benefits of doing so, as this was a Gatton College designed 4-hour CME course made expressly for LMS physicians.

LMS has aligned itself with the Gatton College of Business and Economics at the University of Kentucky and will be presenting, on a regular basis, professional medical business short courses for our members and other physicians who choose to attend. This particular negotiation lecture contained four components:

1. The basics of negotiation
2. Win-lose and win-win negotiation strategies
3. Multi-issue negotiating
4. Multi-party negotiating

After we learned the basics of negotiation, Jack divided us into groups in order to learn the real-life process of negotiation. We were given conference rooms where we could spend a few minutes in a negotiation process and then we returned to our amphitheater classroom where we presented and discussed our results with professor Kirn. These were fascinating exercises. I speak for the LMS group as a whole that everyone came away feeling as if they had learned a very valuable and useful technique for their own personal careers and lives.

Often we fail to realize that life is a negotiation. We negotiate issues with our spouses or significant others; we negotiate our salaries; we negotiate with patients; we negotiate to buy a home, etcetera.

Professor Kirn taught us to diagnose different types of negotiations, and he pointed out that people mistakenly believe that all negotiations are the same. But, if that were true, we could adopt the same strategy for every negotiation. The reality is there are many types of negotiations but generally two basic ones: competitive (win-lose) and collaborative (win-win). He suggested we ask ourselves two fundamental questions before each collaborative negotiation:

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1. Is the future relationship with the other party important?
2. Is the reputation I create from this particular negotiation going to affect my future negotiations?

I encourage you to keep abreast of future business courses through the Gatton College of Business and Economics sponsored by LMS once or twice yearly for your learning. I hope to see you there.



On Saturday, April 29, Dr. Danesh Mazloomdoost presented a CME on When, Why, & How of Opioids: New Guidelines on Treating Pain. Those in attendance received 4.5 AMA PRA Category 1 & HB1 hours.



Mission:

The Lexington Medical Society is the principal voice & resource for Central Kentucky physicians to enhance their professional lives & improve the health of the community.

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