



**INSTITUTIONAL FUNDING PROPOSAL**

# NEXT LEVEL FREEDOM

**Career Acceleration & Leadership  
Skills Program for Women Physicians**



Evidence-based coaching to improve physician retention, accelerate career advancement, and strengthen organizational performance.

**Christina Arnold, MD —  
Expert-Certified, Trauma-Informed Physician Coach**



## Next Level Freedom is a Strategic Investment in Physician Leadership, Professional Development & Career Advancement

Physician coaching is an evidence-based intervention proven to improve both individual and organizational performance — with measurable results documented across specialties, career stages, and institutions worldwide.

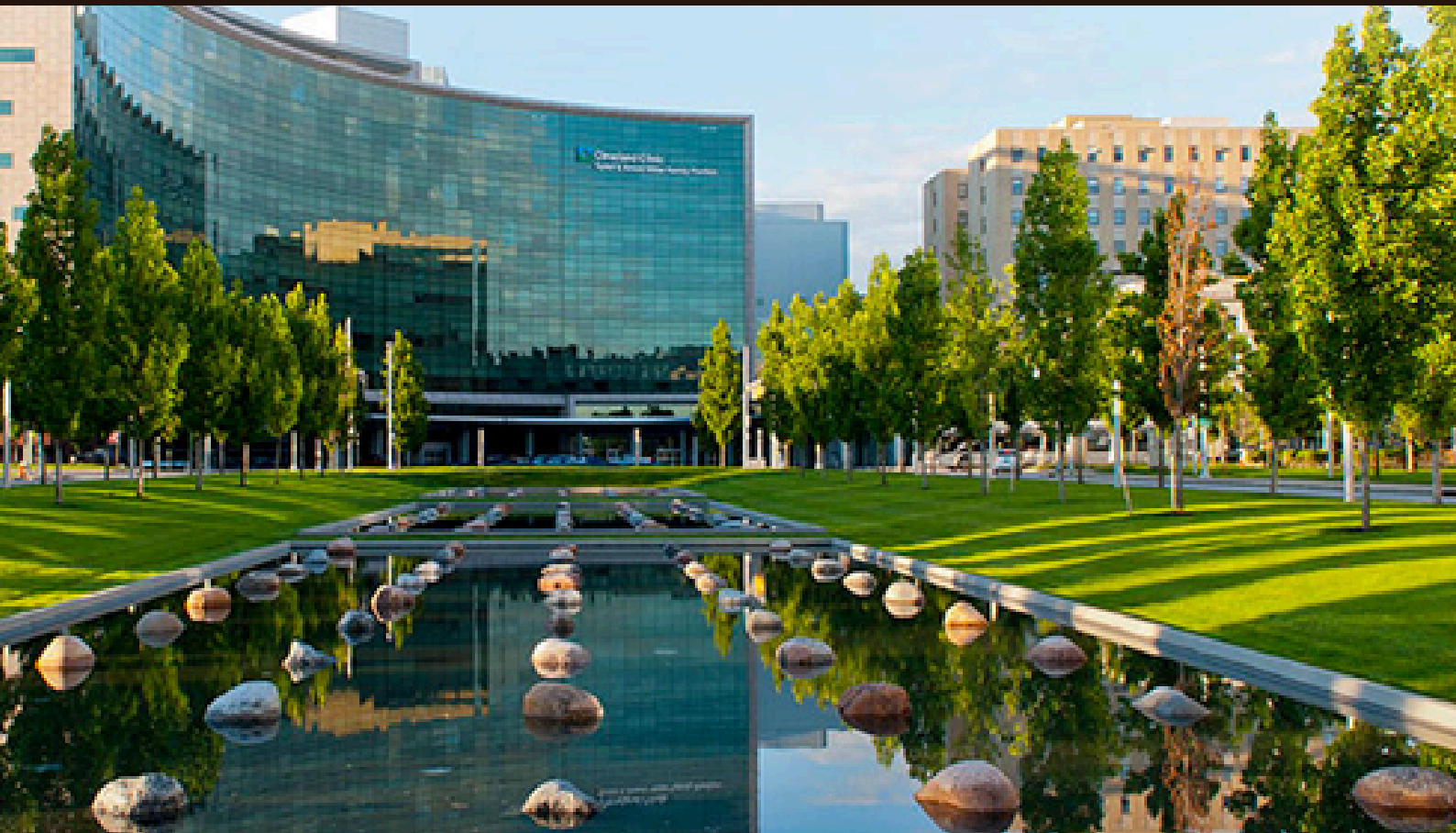
## ORGANIZATIONAL PERFORMANCE

Physician turnover costs hospitals \$500K–\$1M per departure, and the ripple effects extend far beyond recruitment — impacting revenue capture, billing compliance, malpractice exposure, patient satisfaction, and quality-based reimbursement.

Cleveland Clinic saved \$133M in a single year through a physician coaching initiative, and Shanafelt et al. documented a 12.5% positive ROI — meaning every \$1M invested in physician coaching returns \$1.125M in annual savings.



- saved **\$133M** in a single year
- **12.5%** positive ROI





**Physicians who are coached stay longer and advance internally**

Reducing costly turnover and strengthening the leadership pipeline

**Burnout reduces RVU production by 5.9%**

1.6M lost RVUs across just 250 physicians over 15 years, with women physicians absorbing the disproportionate loss (1.1M lost RVUs for women vs. 488K for men). Coaching protects this revenue

**Engaged physicians generate \$460,000 more in annual patient revenue than disengaged colleagues**

Coaching is the only intervention to produce a statistically significant improvement in physician workplace engagement in a randomized controlled trial

**Physicians supported with Advanced Trauma-Informed Physician Coaching Skills create a stronger team culture**

More collaborative, more supportive, and less prone to the interpersonal friction that drives HR escalations and absenteeism

## INDIVIDUAL PHYSICIAN PERFORMANCE

When physicians lack Advanced Trauma-Informed Coaching support, institutions absorb the cost — in slower documentation turnaround, missed compliance deadlines, and preventable medical errors that put both patients and the organization at risk.

Medical errors cost the U.S. healthcare system \$17.1 billion annually, and 14 of 21 studies confirm burnout as a driver of clinically significant errors.

A one-point increase in burnout on a seven-point scale creates a 30–50% greater chance the physician will cut their professional work effort—meaning institutions lose productivity from physicians still on payroll.

- **Coached physicians close charts faster, meet compliance deadlines, and maintain higher documentation accuracy**

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- **They show up more — on committees, in scholarly work, in grant applications, and in the publications and institutional prestige that drive academic reputation and funding**

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- **They get promoted faster and build stronger relationships with peers and staff at every level**

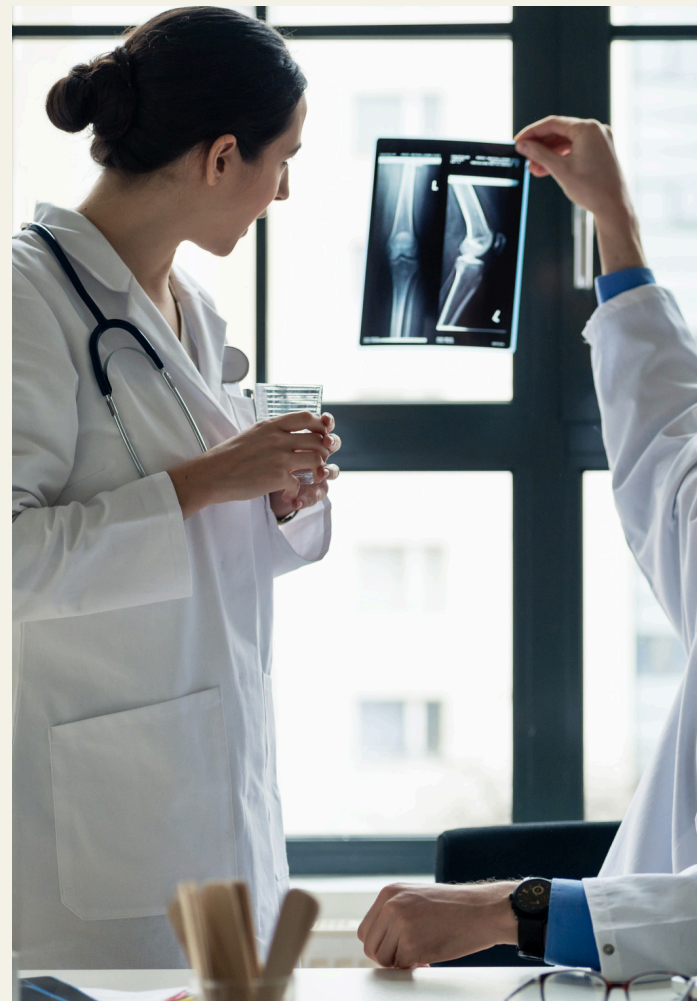
Next Level Freedom delivers these evidence-based outcomes through an Advanced Trauma-Informed Physician Coaching modality, designed exclusively for women physicians.



**A high-impact population central to retention, leadership pipeline growth, and long-term organizational performance.**

Our physicians learn Advanced Trauma-Informed Physician Coaching Skills as a leadership communication framework — equipping them with the interpersonal and strategic skills to navigate conflict, lead teams, and advance within their institution.

Documented results have been achieved in as little as a single coaching session. The lifetime structure provides continuous career support at every stage — from residency through senior leadership — ensuring compounding returns on this investment for every year the physician remains in practice.



# The Financial and Clinical Case for Physician Coaching:

## Measurable Returns in Retention, Revenue, and Leadership Readiness

The published data on physician coaching demonstrates significant, measurable impact on both organizational costs and physician performance:

Finding	Impact	Source
<b>National Cost of Burnout</b>	Physician burnout costs the U.S. healthcare system an estimated \$4.6 billion annually due to turnover and reduced clinical hours	Han et al., <i>Annals of Internal Medicine</i> , 2019
<b>Turnover Cost Per Departure</b>	Each physician departure costs the organization \$500K–\$1M or more depending on specialty — costs that do not include reduced patient satisfaction, lower quality of care, medical errors, or increased malpractice exposure	AMA; <i>Annals of Internal Medicine</i> , 2019
<b>RVU Production and Revenue Loss</b>	Burnout caused a 5.9% decrease in RVU production — 1.6 million lost RVUs across just 250 physicians over 15 years. Women physicians bore the disproportionate burden: 1.1M lost RVUs for women vs. 488K for men. Coaching that reduces burnout directly protects institutional revenue at the RVU level	Kasaven et al., <i>Gynecologic Oncology</i> , 2017

<b>Finding</b>	<b>Impact</b>	<b>Source</b>
<b>Reduced Clinical Work Effort</b>	Physicians experiencing burnout are significantly more likely to cut their professional work effort within the next 12–24 months — meaning institutions lose not just productivity but clinical capacity from physicians who remain on staff	Shanafelt et al., 2016; NAM Taking Action Against Clinician Burnout, 2019
<b>Institutional Savings Through Coaching</b>	Cleveland Clinic reported \$133M saved in a single year through physician coaching focused on retention, engagement, and faculty fulfillment	Becker's Hospital Review
<b>Positive Return on Investment</b>	12.5% positive ROI — a \$1M institutional investment in physician coaching yields \$1.125M in annual savings through reduced turnover, decreased burnout-related costs, and improved productivity	Shanafelt, JAMA Intern Med. 2017;177(12):1826-1832
<b>Physician Engagement</b>	Coaching produced the first statistically significant improvement in workplace engagement in a randomized controlled trial — higher engagement correlates with improved patient care, safety, satisfaction, reduced HR escalations, and physician retention	Kiser et al., JAMA Netw Open. 2024
<b>Patient Satisfaction, Safety, and Quality Metrics</b>	A study of 198,500 employees across nearly 8,000 work units demonstrated that higher engagement — the direct antithesis of burnout — correlates with improved patient satisfaction, safety outcomes, and productivity. Coaching produces this engagement	Harter et al., 2002; Kiser et al., JAMA Netw Open, 2024

<b>Finding</b>	<b>Impact</b>	<b>Source</b>
<b>Scholarly Output and Academic Productivity</b>	Burnout suppresses scholarly output — one decision model estimated 9,277 publications for a physician cohort without burnout, output that declines as burnout rises. Lower burnout means more bandwidth for research, grant applications, publications, and the institutional prestige and funding they generate	Kasaven et al., <i>Gynecologic Oncology</i> , 2017
<b>Absenteeism and Presenteeism</b>	Burnout is associated with increased sick days, and physicians who show up while burned out demonstrate sub-optimal performance even when present — a hidden cost known as presenteeism that erodes clinical quality without showing up on a staffing report	Parker & Kulik, 1995; NAM Taking Action Against Clinician Burnout, 2019
<b>Leadership Development and Promotion</b>	Physician coaching programs that include leadership development have demonstrated increased internal promotions, improved physician retention, and enhanced participation in institutional leadership. Coaching improves emotional intelligence, communication, conflict resolution, and organizational navigation — core competencies for physician leaders	Physician Leaders Journal, 2022; Swensen et al., <i>Mayo Clinic Proceedings</i> , 2016
<b>Women Physicians and Leadership Pipeline</b>	Women make up over 50% of medical school graduates but hold only 13% of healthcare CEO positions. Coaching helps women physicians overcome documented barriers to promotion, develop individualized leadership plans, and accelerate advancement into leadership roles	Physician Leaders Journal, 2022

<b>Finding</b>	<b>Impact</b>	<b>Source</b>
<b>Burnout Reduction</b>	17.1% decrease in coached physicians vs. 4.9% increase in non-coached — a combined 22% differential (P < .001)	Dyrbye, JAMA Intern Med. 2019;179(10):1406-1414
<b>Emotional Exhaustion</b>	19.5% decrease in coached physicians vs. 9.8% increase in non-coached — a 29.3% differential between coached and non-coached faculty (P < .001)	Dyrbye, JAMA Intern Med. 2019;179(10):1406-1414
<b>Quality of Life and Resilience</b>	Statistically significant improvements in both quality of life (P = .005) and resilience (P = .04), with similar results demonstrated across trainee levels	Fainstad, JAMA Netw Open. 2022;5(5):e221075 2

# Who Next Level Freedom Supports

**Next Level Freedom supports women physicians at every career stage and in every practice setting across the globe — giving organizations a single professional development investment that scales across their entire physician workforce.**

## EVERY PRACTICE SETTING

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Academic Medical Centers, Community Hospitals, Private Practice, Government, including the VA, Industry, Locum Tenens, and Telehealth.



## EVERY SPECIALTY

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Pathology, Internal Medicine and its Subspecialties, Primary Care, Surgery and Surgical Specialties, OB-GYN, Hospital Medicine, Anesthesiology, Cardiology, Hematology-Oncology, Transplant Medicine, Radiology, Pediatrics, and more.

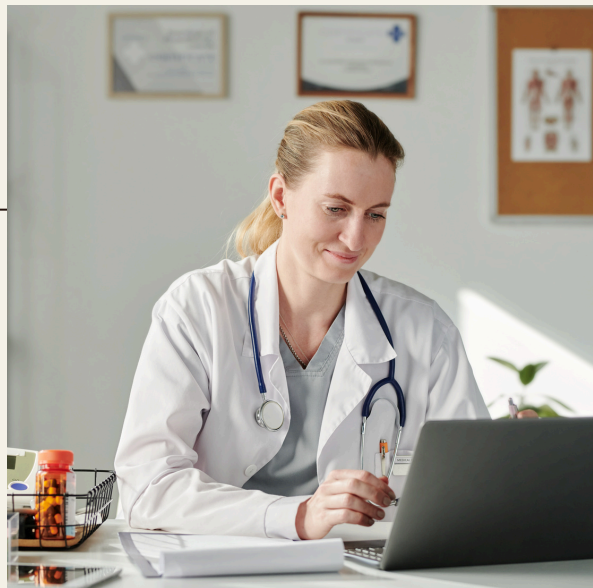


## EVERY CAREER STAGE

### ■ TRAINEES AND EARLY-CAREER FACULTY

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The highest-risk window for attrition is the first three years. Coaching accelerates productivity, shortens time to full performance, and strengthens engagement from day one — turning new hires into long-term assets faster.



### ■ MID-CAREER FACULTY

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Your highest producers are also your highest flight risk for burnout. Coaching at this stage keeps them performing, prevents costly departures, and develops them into leadership-ready candidates before you need to backfill their roles.



### ■ SENIOR LEADERS

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Division chiefs, program directors, and medical directors set the tone for entire departments. Coaching sharpens the executive communication, conflict resolution, and strategic navigation that drive team performance, departmental culture, and institutional outcomes.



# Everything Included Inside Next Level Freedom



**A one-time investment of \$2,500 provides lifetime access to every component below — no recurring fees, no additional FTE burden, no disruption to clinical schedules.**

## Weekly Live Coaching

Each week, physicians receive customized coaching on their specific career goals, institutional context, and workplace dynamics — leaving with actionable next steps customized to their specific hospital. This step creates immediate results.

## Private Podcast

Every framework and strategy in audio format — designed for commutes and charting breaks.

## Expert Guest Coaching Series

Specialized training from industry-leading experts in charting efficiency, time management, financial strategy, and personal development. All sessions archived for immediate access.

## Annual In-Person Event

Full-day immersive experience with advanced coaching, leadership content, and professional networking—on the weekend to avoid conflicts with the hospital schedule.

## On-Demand Content Library

Short video modules on conflict resolution, workplace productivity, burnout prevention, and leadership communication. Available 24/7 from day one.

## A Living Curriculum

This is not a static online course. The curriculum is updated continuously, new content is added regularly, and physicians receive access to all prior, current, and future materials for the duration of their career for no additional fee.

# What Makes Next Level Freedom Unique



**Our mission is simple:  
Women physicians and their  
institutions succeed together.**

We equip women physicians with Advanced Trauma-Informed Physician Coaching Skills — a leadership competency that enables them to partner with their institutions to improve patient care, advance careers, and strengthen organizational performance from the inside out.

## **Trauma-Informed Physician Coaching Skills**

An advanced leadership communication skill that teaches physicians to read the room, understand team dynamics, align with institutional goals, and resolve conflict before it escalates.



## **Physician-Led. Single Coach. Personalized Results**

Next Level Freedom is led by a physician with 26+ years of experience- she understands medical training, institutional politics, and clinical demands firsthand. Every physician works directly with Dr. Arnold — one coach, one relationship — creating the trust and continuity that drives results faster than any group rotation model. This is a customized, high-level coaching experience designed to achieve sustained results fast.

# What Makes Next Level Freedom Unique



## Lifetime Program

Medicine is a 30-year career of constant change. Physicians trained in Trauma-Informed Physician Coaching Skills navigate every transition as an opportunity to strengthen their team and advance institutional goals. Support continues through every stage of her career.

## 100% Results

We work with each physician until she achieves her professional development goals — regardless of experience level, practice setting, specialty, or institution. No expiration date.

## External and Confidential

The challenges that drive turnover and disengagement are often the ones physicians don't raise internally. When addressed externally and confidentially, they get resolved — before they reach your desk.

## The Only Exclusively Women Physician Community of Its Kind

A global network providing continuous exposure to leadership strategies and institutional insights your physician brings directly back to your organization.

## One-Time Investment

\$2,500 for lifetime access. No recurring contracts. No annual renewals. Compounding returns on a single investment for every year the physician remains in practice.

# Trauma-Informed Physician Coaching Skills:

## What They Are and How They Work

### An Advanced Leadership Competency



Trauma-Informed Physician Coaching Skills combine deep cognitive work grounded in Internal Family Systems and Polyvagal Theory — advanced frameworks adapted specifically for the physician workplace. This approach produces immediate, measurable, and permanent results in physician performance, retention, professional development, and workplace relationships.

### How It Works

High-stakes Medicine demands split-second decisions, complex team coordination, and constant high-pressure communication. Trauma-Informed Physician Coaching Skills give physicians the ability to recognize interpersonal dynamics in real time and respond strategically rather than reactively.

The result is fewer miscommunications, faster resolution, stronger professional relationships, and a physician who elevates the performance of every team she is on.

## Where Physicians Apply These Skills

Physicians trained in Trauma-Informed Physician Coaching Skills operate with stronger professional relationships and increased capacity — which translates directly into organizational performance:



### **Faster chart closure, on-time compliance and credentialing completion, and improved billing accuracy**

Protecting revenue and reducing administrative bottleneck



### **More effective collaboration with colleagues, leadership, and administration**

Strengthening team cohesion across departments, lowering support staff turnover, and easing operational strain on department leadership



### **Increased clinical, institutional, and academic contribution**

Advancing the institution's goals and accelerating their own promotion readiness



### **Greater adaptability during institutional change**

New policies, leadership transitions, regulatory shifts — contributing as a stabilizing force

## How This Works Alongside Existing Programs

Many of our physicians are at institutions with existing coaching, mentorship, and mental health programs — and that investment matters. Trauma-Informed Physician Coaching Skills are designed to amplify and accelerate the results of all of them. Because these are advanced leadership skills, they enhance every other professional development investment your institution has already made.

The physician who is already engaged in internal coaching or mentorship will develop faster, contribute more, and apply what she is learning with greater precision when Trauma-Informed Physician Coaching Skills are part of her professional development.



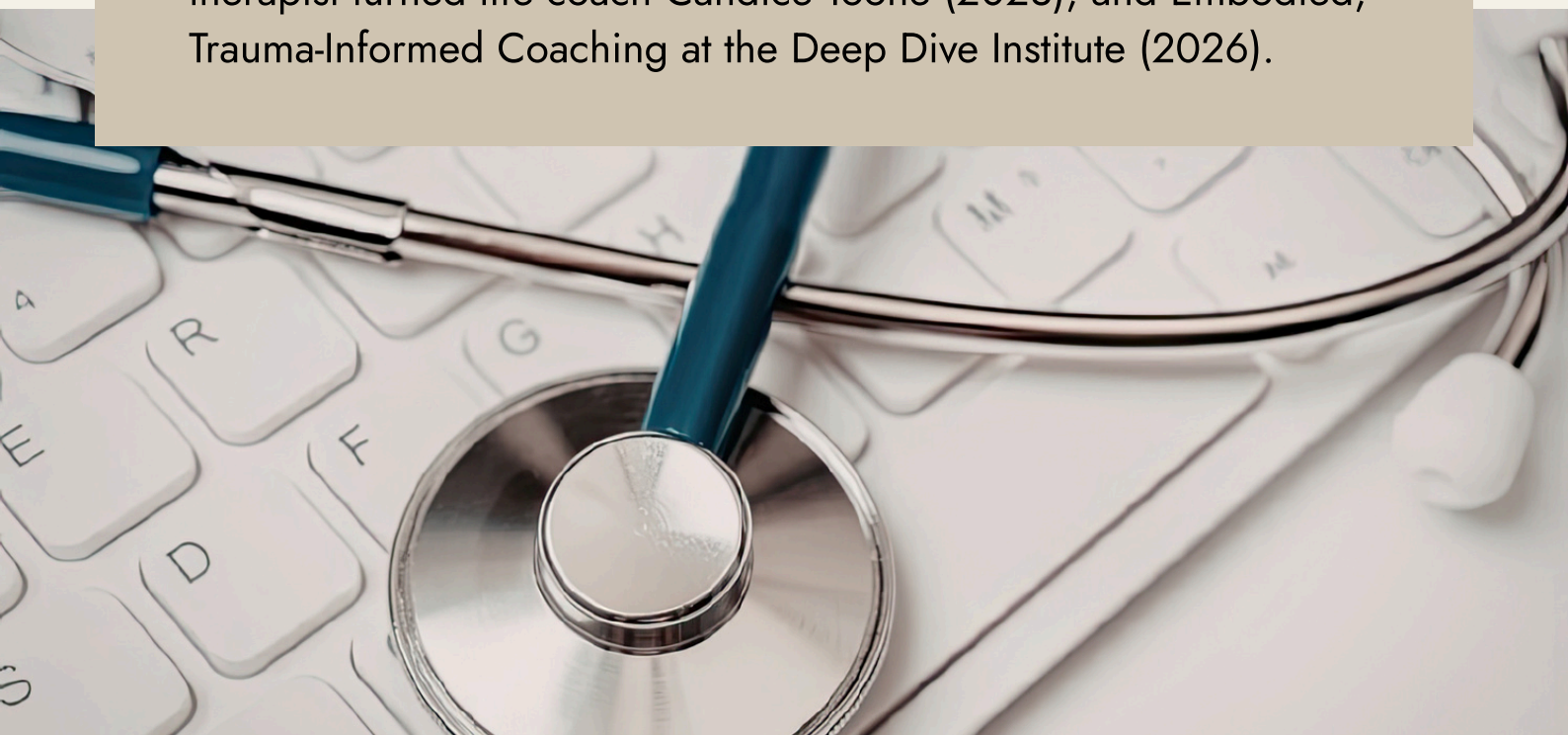
# About Dr. Christina Arnold

**Since January 2021, Dr. Arnold has coached over 700 physicians across every specialty, career stage, and across the globe.**

From residents to senior leaders at the largest academic and private practice centers in the country. This is her full-time practice, and her physicians are her sole priority.



Her methodology is built on advanced coach certifications in Professional coaching and Master-Coach Certification at The Life Coach School (2021 and 2022), Trauma-Informed Coaching with therapist turned life coach Candice Toone (2023), and Embodied, Trauma-Informed Coaching at the Deep Dive Institute (2026).



**As a physician, she trained in anatomic and clinical pathology at UT Southwestern, where she was chief resident, followed by a GI pathology fellowship and faculty appointment at Johns Hopkins.**



She spent eight years at Ohio State Wexner Medical Center where she served as Chief of GI pathology, leading medical school teaching & trainee mentorship, and building a faculty mentorship program. At the University of Colorado, she brought professional coaching into the department for trainees, staff, and faculty. She has authored over 100 publications, delivered more than 200 invited lectures, edited 10 textbooks, and elected twice as president of an international society.



**Dr. Arnold now teaches women physicians how to build exceptional careers — with the leadership, communication, and interpersonal skills that drive both individual advancement and institutional performance.**

CHRISTINA ARNOLD, MD



## What Our Clients Are Celebrating:

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**I came to Next Level Freedom straight out of fellowship. I was struggling with feedback from my boss that I wasn't confident enough and wasn't progressing fast enough.**

I thought I might need to find another job and worried I would be fired. Within the first week of coaching, I noticed I was enjoying my work and feeling more confident in the OR. By the second week, my colleagues noticed the change. By the third week, my boss offered me a leadership opportunity. I now love this job so much I can't imagine leaving it!

**—Early Career Surgeon in a Community Practice Setting**

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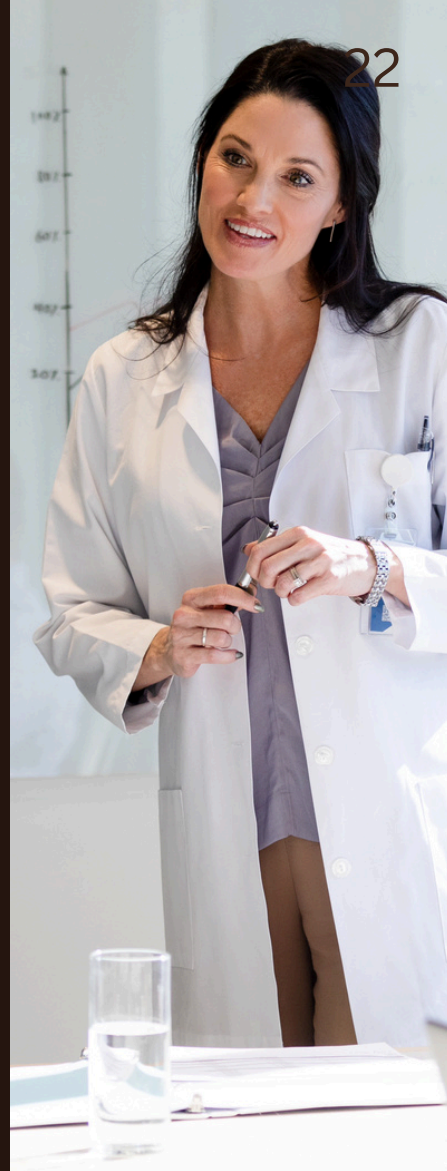
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**I moved to a small town to be closer to my family and build my dream home. But I couldn't figure out how to communicate with my boss.**

We seemed to always be misunderstanding each other, speaking two completely different languages. Despite wanting to do well, my career was stalling. Through Next Level Freedom, I learned Advanced Trauma-Informed Physician Coaching Skills that helped me understand what was actually happening in our communication. Once I had the skills to bridge that gap, my job became so much better. I know how to speak with my boss. My boss and I now support each other. My job is so much easier. And I can finally just focus on my patients!

**— Early-Career Anesthesiologist in a Rural Practice**

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**Even though I had written lots of papers and generated lots of RVUS, my boss said I couldn't be promoted until I got along with my peers. I had no idea what that meant.**

Through Next Level Freedom, I learned how to maintain my academic visibility while eliminating conflict with my Division Director and colleagues. Advanced Trauma-Informed Physician Coaching Skills showed me how to eliminate conflict by understanding what actually caused it. I use these skills when writing emails, at faculty meetings, & my every day workflow. I'm now promoted and have multiple leadership titles. I get it! It wasn't hard to learn at all. It's just not anything that's taught in med school.

**—Mid-Career Pathology in Academics**

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**I was a newly appointed Division Director drowning in open charts, chronic understaffing, and interpersonal conflict between my physicians.**

Through Next Level Freedom, I learned Advanced Trauma-Informed Physician Coaching Skills that transformed how I run my division. I restructured my day — prioritizing my highest complexity patients first, building priority lists, and using advanced efficiency techniques to close my charts on time. Then I brought those same skills to my staff so they could also improve their efficiency and reduce conflict. I found these coaching skills essential to building stronger relationships with senior leadership and recruiting and retaining top talent so we could stabilize our group.

**— Mid-Career Internal Medicine Physician in Private Practice**

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**“ When I joined, I was doing well as a senior physician but I wanted more visibility, leadership, and I was discouraged about the changes that made funding and publication almost impossible.**

I attended the institutional boot-camps and grant writing sessions—but I already knew all of it. I needed something more. Next Level Freedom taught me Advanced Trauma-Informed Physician Coaching Skills. I leveraged these skills as leadership skills. Grant-writing skills. Publication skills. Next Level Freedom helped me secure multiple grants, including an R01, and build international networks that lead to more funding opportunities, publications, and international invited professorships. I then leveraged my academic accomplishments to create meaningful leadership titles that helped share these skills with others across my University- I now coach others to create solid scientific ideas, get funding for them, and publish them. These skills should be a part of every physician’s training.

**— Senior Physician-Scientist at a Major Academic Center**

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**I’m a senior medical director at a large private practice. I was working until 9 p.m. and coming in on weekends just to keep up— it was completely unsustainable.**

I thought I had to give up my leadership titles. Through Next Level Freedom, I first learned how to coach my staff so that they could be more independent. They became happier as they stepped into leadership roles— and I had more time to focus on completing my cases and admin work. I now get everything done between 8a and 5p. I came to Next Level Freedom thinking I needed to give up leadership. It turns out I just needed to learn how to lead more effectively

**— Senior Pathologist in Community Practice**

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## LIMITED AVAILABILITY

# Free Bonuses Included with Enrollment

Next Level Freedom includes these free bonuses at no additional cost to guarantee your physician sees measurable results within 30 days. These resources are what make it possible to deliver a fully customized, private coaching experience in a group coaching container. Our goal is 100% results for each and every physician.

Here's how we do it:

## BONUS 1

### Leadership Ready in 90 Days — Private 1:1 Coaching Call

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Dr. Arnold meets with the physician one-on-one to assess where they are in their career, identify the gaps between their current performance and institutional expectations, and build a personalized leadership strategy aligned with your organizational goals. The physician leaves this call with a 90 day plan to be leadership ready. This plan has immediate, actionable results your department can expect to see in the first 30 days



**BONUS 2**

## Advanced Training Series

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Four focused trainings designed to solve the problems that cost your department time and money:

**1. Impossible Goals**

a proven framework that turns stalled physicians into ones who deliver results ahead of expectations

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**2. The Done Formula**

annual goals, compliance requirements, and institutional deadlines completed ahead of schedule

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**3. The Cure to Procrastination**

eliminate the patterns behind late charts, missed deadlines, and delayed compliance that create bottlenecks across the department

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**4. Peak Productivity by 4 PM**

advanced efficiency techniques that get clinical work, documentation, and chart closure done by 4 p.m. — no backlogs

## BONUS 3

# 30 Days of Expert Coaching In Their Pocket

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For the first 30 days, the physician has Dr. Arnold in their pocket — direct, private access to an Expert-Certified Trauma-Informed Physician Coach.

Before a difficult conversation with a colleague, before a high-stakes meeting with leadership, before a moment that could either resolve quietly or escalate into an HR issue — the physician has a strategist essentially on call to navigate it. Small moments become career-defining ones when they're handled well. This bonus ensures they are.



# How to Enroll

To get started right away, approve the \$2,500 investment and have your physician email [support@christinaarnoldcoaching.com](mailto:support@christinaarnoldcoaching.com) to complete the payment and sign the agreement. Your physician will be immediately onboarded and invited to our next call just a few days away.

**If you have questions or would like to walk through the program first directly with Dr. Arnold, book a free consultation at the link below.**

**<https://app.squarespacescheduling.com/schedule/bd3b6a3c/appointment/33598962/calendar/5849920>**

If you don't see a time that works, email [support@christinaarnoldcoaching.com](mailto:support@christinaarnoldcoaching.com) and we'll find a time that works.



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