

hxcentral



Executive Program in

Hospital Management

Nurturing professionals to be 'Caring Business Leaders'

9 Months

Live Online

Mentored Project

Nurturing change makers to lead the seismic shift in hospital industry

The IIHMR Executive Program in Hospital Management is confluence of the hospital management education and research expertise at IIHMR Bangalore collaborating with the industry leaders recognised for setting the standard of excellence in hospital management.

IIHMR Bangalore

Institute of Health Management Research, Bengaluru is the South Campus of reputed IIHMR University and first educational Institute in India to be accredited by NABET as Hospital and Healthcare Consultant Organization for NABH standards



We are a pioneering academic institution in India with exclusive focus on education, research, and training in health systems management, hospitals, pharmaceuticals, development sector, and other allied areas. A centre for capacity development and management research in healthcare, we are constantly working towards making a positive impact through knowledge creation, research, and imparting industry-oriented learning.

We achieve this through our Centre for Learning & Development, aspiring to bridge the gap in skills and knowledge between professionals/students and the healthcare industry by developing various industry-oriented training programs. The executive education programs at IIHMR Bangalore are developed and conducted under the expertise of our faculty members and healthcare industry leaders across the globe.

Overview

The rapidly evolving healthcare industry dynamics and evolving ecosystem calls for skills and expertise to manage the hospitals efficiently and effectively. The new age managers should be updated about the latest trends and technologies and is expected to possess business acumen and abilities to critically identify, analyse and monetize the growth opportunities with informed decision making. This is something which today's progressive organization seek in their employees and efficient hospital management remains one of the crucial and essential factors for achieving excellence and staying on top of the game in the healthcare sector.

IIHMR Bangalore's Executive Program in Hospital Management is specifically tailored for mid and senior level executives to enhance their potential and preparedness to handle bigger challenges. This program brings forward an opportunity to develop management competencies, to understand hospital as a business, the new imperatives for growth and its practical application to spearhead the organizational and individual's growth.

Program Objectives

- To introduce and keep participants abreast of the latest trends and dynamics in hospital management from local and global perspective
- Equip hospital industry professionals with the latest management knowledge and skills to manage the hospitals effectively and efficiently
- Develop a deeper command over key management area like finance, operations, quality, marketing, people management and entrepreneurship
- Develop an overall understanding of management issues and concepts for business acumen and ability for well-informed decisions making
- Develop an integrative perspective towards hospital business
- Explore hospital sector as an opportunity for start-up / entrepreneurship



Is this program for me?

THIS PROGRAM IS DESIGNED FOR:

- Hospital Managers, Hospital Executives, Operation executives, Quality Executive, and other personals in other functional departments
- Graduates in Hospital Administration and general management
- Owners of Hospital Nursing homeowners and other Healthcare Organization
- Allied Healthcare Professionals, Healthcare Consulting Professionals, Health IT professionals, Doctors, Hospital Department Heads, Ward In-charges
- Entrepreneurs / Start-ups exploring the healthcare industry as a business opportunity



Program Highlights



Live Online
classes



Guidance and
knowledge
sharing by the
industry leaders



Certificate of
completion



Live projects in
cross functional
teams, networking,
and peer to peer
learning



Exposure to
the real
business
problems

Program Structure and Curriculum

Spread across 9 months, the course aims at exposing the candidate to the overall management of hospital business, pivotal role and responsibilities of hospital managers, design thinking, strategy, marketing of hospital services, digital healthcare and develop the appropriate skills to lead and manage the hospital and their respective departments while achieving financial and operational efficiency. Sessions will be conducted by IIHMR faculty, peers, and industry experts. The programme will cover:

Module 01

UNDERSTANDING HOSPITAL AS A SYSTEM

- ▣ Principles of Management
- ▣ Interaction in the hospital workplace
 - Communication
 - Managing diversity in the workplace
 - Managing conflict
 - Employee relation and labor relation
- ▣ Hospital services
 - Clinical Services
 - Utility services and
 - Support services

Module 02

ACHIEVING OPERATIONAL EXCELLENCE IN HOSPITALS

- ▣ Hospital operations and facility management
 - Quality management in hospitals
 - Patient safety in hospitals
 - OPD and IPD management
- ▣ Statutory and regulatory scenario
- ▣ Logistics and Supply chain management
- ▣ Legal aspects of healthcare management



Module 03

MANAGING FINANCIAL HEALTH OF HOSPITALS

- ▣ Fundamentals of business finance and management
- ▣ Financial ratios and indicators
- ▣ Business model development
- ▣ Cost and financial accounting
- ▣ Mergers, Acquisitions and Valuations

Module 04

EMBRACING DIGITAL TECHNOLOGY FOR GROWTH IN HOSPITALS

- ▣ Digital healthcare models
- ▣ Healthcare 4.0
 - Telemedicine /Telehealth
 - Artificial intelligence and machine learning
 - Data analytics in healthcare
 - IoMT
- ▣ Patient centricity and technology
- ▣ Perspective of digital hospital

Module 05

MARKETING AND BRANDING OF HOSPITAL SERVICES

- ▣ Principles of marketing
- ▣ Strategic marketing
- ▣ Operational marketing
- ▣ Digital marketing

Module 06

DESIGN THINKING FOR BUSINESS STRATEGY

- ▣ Design thinking and strategy
- ▣ Designing and managing effective healthcare organisations
- ▣ Market research and opportunity identification

Module 07

PROJECT WORK

A compulsory, interdisciplinary and fundamental part of the learning process, project will be carried out in groups. The focus is on integration of the theoretical aspects with practical exposure to find solutions to the real-world problems. Under the guidance of expert mentors, the project helps an individual in garnering the hand-on experience in identifying the management problem, analysing it, developing real-world integrative and cross –functional problem-solving approach and develop feasible solutions.

Note: The topics for all levels are indicative only. The suggested topic and sequence may be dropped/ modified/ adapted to fit the total programme hours.

Program Directors



Dr. Uma Nambiar

Managing Director, Zeeden Life Sciences Pvt Ltd and Chairperson DHIndia Association

Dr. Uma Nambiar has over 30 years of experience in the healthcare industry in India and abroad. A neurosurgeon, healthcare administrator and international healthcare consultant, she has served in various capacities including CEO, Global Hospitals; Regional Director, Fortis Healthcare and CEO SL Raheja Hospital among others. Former technical advisor to the Minister of Health in Djibouti, she is an advisor to healthcare IT firms for domain and usability and is also mentor to start-ups in healthcare IT sector. Dr Uma Nambiar has led many initiatives in Healthcare Quality and has been a lead assessor and trainer for NABH besides being a member of the appeals committee of NABH.



Mr. Piyush Kumar

Associate Professor and Associate Dean Center for Learning and Development IIMR Bangalore

Mr. Piyush has over 15 years in the healthcare industry working with large hospital groups in India and global management consulting firm at various leadership positions managing operations excellence, growth strategy, setting up new team and facilities, business development. Has gained international experience while managing more than 250+ research and consulting projects assignments across Middle East, South Asia and North Africa, advising clients in strategic growth, merger & acquisitions, organization restructuring, operations & management in the areas of healthcare delivery, medical technology, digital healthcare, pharmaceutical, home healthcare, e-pharmacies, wellness and allied healthcare.

Program Advisors



Dr. Usha Manjunath
Professor & Director, IIHMR,
Bangalore



Dr. Chethana H S
Consultant – Quality and
Operations, Motherhood
chain of Hospitals



Dr. Selwyn Colaco
Chief Strategy Officer,
Cytecure Cancer Hospitals



Mr. Ankit Goyal
Head of Healthcare and
Lifesciences, India,
Heidrick & Struggles



Mr. Gulshan Vijay Shankar
Advisor to Director General
Office , Dubai Health Authority



Mr. Ram Milan Shukla
Director,
ICT Healthcare



**Dr. Shashi Bhaskara
Krishnamurthy**
Director of Clinical Education
and Intensivist at Cloudphysician



**Mr. Krishnamurthy
Venkateswaran**
Founder and Mentor -
Chairman, Sanitas Hospital,
Tanzania, Africa

Program Schedule

9 Months
Duration

Start Date
March
2022

Live online sessions
twice per week

Eligibility Criteria

Minimum 3-5 years of experience in healthcare industry

Evaluation

- 75% attendance mandatory
- Industry mentored project (3 months)
- Assignments/Regular quizzes will be conducted online

Professional Investment

INR 90,000 + GST

Discount: 20% for IIHMR alumni