

*Executive Program in*

**DIGITAL TRANSFORMATION OF HEALTH SYSTEMS**

# MANAGING DIGITAL AND CONNECTED HEALTH

**AI Powering Healthcare**

3 Months | LIVE Online | Capstone Project | Industry Interactions

Course Start Date:

**APRIL, 2025**



**APPLICATION OPEN**

Scan to Register



# NURTURING CHANGEMAKERS TO LEAD THE SEISMIC SHIFT IN HEALTHCARE INDUSTRY

With its focus at the intersection of healthcare and technology, IIHMR Bangalore's Executive Program in Managing Digital and Connected Health is an excellent choice for healthcare professionals seeking to stay at the forefront of digital innovation in the industry. By completing this program, participants will be well-equipped to lead the digital transformation in their organizations and drive improved outcomes for patients, healthcare providers and stakeholders alike.

## OVERVIEW

IIHMR Bangalore's Executive Program in Managing Digital and Connected Health is specifically designed to address the shortage of professionals with a deep understanding of digital technologies and their applications in the healthcare industry.



The program empowers professionals to lead and manage healthcare's digital transformation by integrating emerging technologies, driving innovation through data-driven decision-making, and improving business efficiency across management domains. Participants will gain skills to identify business problems, explore new models, and develop customer-focused cyber marketing strategies. Delivered through live sessions, expert panel discussions, and a year-long capstone project in cross-functional teams, the program offers practical learning opportunities and expert insights to drive real-world digital transformation in organizations, facilitated by IIHMR Bangalore.

## KEY OUTCOMES

- Lead and manage healthcare digital transformation.
- Use AI driven frameworks to optimize business outcomes.
- Develop innovative models for digital opportunities.
- Drive change and build future-ready capabilities.
- Align digital health strategy with organizational goals.

# PROGRAM OBJECTIVES

The key objectives of the program are to upskill the candidate to:



Lead, manage and execute the digital transformation in healthcare



Develop capabilities to correlate the existing and emerging technologies and their integration in healthcare business



Drive the digital change and innovation by aligning the appropriate resources supported with Ai & data driven decision making



Be able to synthesise digital technologies in various functional domains of management to improve business efficiency



Identify business problems, scope, and explore new business models to capitalise the opportunities unleashed by digital transformation



Develop customer engaging marketing strategies for your organisation



Develop capabilities to correlate the existing and emerging technologies and their integration in healthcare business

## IS THIS PROGRAM FOR ME?

This program is designed for:

- Aspiring professionals in health management, administration, and allied healthcare roles
- Industry professionals seeking expertise in the digital healthcare domain, including clinical informatics
- Pharmaceutical, marketing, and Business management professionals
- Public health professionals, researchers, Students, academicians, and insurance sector professionals
- Digital health entrepreneurs and innovators

## PROGRAM HIGHLIGHTS

- LIVE Online Classes/Sessions
- Capstone Project
- Panel discussions and interaction with global industry experts
- Regular feedback and guidance by industry mentors
- 3 days immersion program at IIHMR-Bangalore
- IIHMR alumni status

# PROGRAM STRUCTURE AND CURRICULUM

The program captures the paradigm shift in healthcare by integrating the fundamentals of Digital and Connected health, Management principles for Digital enterprise and Applications of Digital health technologies in business.

## The Programme will cover:



**Module 1** – Digital Health Ecosystem and Business Models

**Module 2** – Artificial Intelligence and Emerging Technologies – **Hands-on**

**Module 3** – Technology Implementation in Healthcare

**Module 4** – Finance in Digital Health

**Module 5** – Data Management and Analytics – **Hands-on**

**Module 6** – Data Privacy, Security, and Compliance

**Module 7** – ABDM

**Module 8** – Immersion Program – **Hands-on Workshop**

## Testimonial

*Managing Digital and Connected Health program was structured well with a good learning curve especially for people like me who are in a transition from Clinical Medicine to Health Informatics. Lot of topics were an eye opener and helps me in my day-to-day work as Medical Informatics Officer. Hope to see the 2nd batch with enthusiasm and aptitude to learn.*

*Dr. Sundara Kumar, Medical Informatics Officer & Consultant  
Pulmonologist, GKNM Hospital,  
MDCH Cohort 1 alumnus and resource person for Cohort 2.*

# Program Steering Committee



**Dr. S. D. Gupta**  
President  
IIHMR Society



**Prof. S. Sadagopan**  
Distinguished Professor, IIHMR  
Bangalore & Former Director IIIT-  
Bangalore



**Dr. C. S. Kedar, IAS (Retd.)**  
Advisor IIHMR Bangalore and  
Former Director General,  
ESIC



**Dr. Usha Manjunath**  
Professor & Director, IIHMR  
Bangalore

## Program Director



**Dr. Uma Nambiar**  
CEO Bagchi Parthasarthy  
Hospital & IISc Medical School  
& Chairperson DHIndia  
Association

## Program Manager



**Mr. Sachin S Bhat**  
Assistant Professor  
IIHMR Bangalore

## OUR KNOWLEDGE PARTNERS



UiO: University of Oslo



Cloudphysician

## Eligibility Criteria:

- Employed in any industry or pursuing Masters or Post-Graduation
- Clinical and Non-Clinical professionals working in the hospitals working above executive level
- Fresh graduates in healthcare discipline
- Healthcare IT industry professionals

## Fee Structure:

<b>Registration Fees</b> Refundable on non-acceptance of the application	<b>₹ 5000/-</b>
<b>Program Fees*</b> Inclusive of GST & Registration Fees	<b>₹ 35,000/-</b>
<b>Program Fees* for Foreign students</b> Inclusive of GST & Registration Fees	<b>\$ 550/-</b>

### Register Now:



<https://forms.gle/o7vpu3zPpPp7EnsTA>

\* Includes tuition and alumni fees. For immersion program, Stay and logistics to be borne by participants. IIHMR Bangalore can help you with list of stay available nearby.

\* Scholarships available for deserving candidates (decision will be taken by IIHMR-Bangalore management).

- Special fee consideration for knowledge partners and IIHMR alumni
- Batch size: 40 participants only
- Discounts are available for 2 or more nominations from one organisation.

# Application Process



## STEP 1

Online application



## STEP 2

Application review by IIHMR  
Bangalore board members



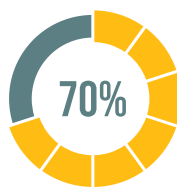
## STEP 3

Confirmation within 48 hours

# Certification Criteria



Achieving 50% score  
in the assignments



Min. 70% attendance in  
live sessions and panel  
discussion



Satisfactory completion  
of Capstone Project

# IIHMR BANGALORE



Institute of Health Management Research (IIHMR)-Bangalore, established in 2004, is the South Campus of IIHMR Jaipur Group. IIHMR-B is the first educational Institute in India to be accredited by NABET as Hospital and Healthcare Consultant Organization for NABH standards. Our aim is to provide leadership and competency building among health/hospital managers, planners, decision-makers, trainers, and research scientists at the national and international levels. The Learning and Development Centre at IIHMR Bangalore aspires to bridge the gap in skills and knowledge between professionals/students and the healthcare Industry. The team at IIHMR Bangalore leverages on the collective strength of adjunct and visiting faculty, research officers and networked industry experts. This multidisciplinary team consists of Doctors, Public Health experts, IT specialists, Social Change Innovators, Data Analysts, Health and Hospital Management Specialists who are equipped and up skilled to conduct high-end research projects and to address emerging healthcare issues.

## For More Details....

### Address :



Institute of Health Management Research,

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### Phone :

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### Google Map Link :

<https://maps.app.goo.gl/FmDeDEZfdd5DJdZA8>



### Website :

[www.iihmrbangalore.edu.in](http://www.iihmrbangalore.edu.in)



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