

Executive Program in **HOSPITAL MANAGEMENT AND DIGITAL HEALTH**



August 2026

Duration of the course: **1 year**

Online classes:

Saturday: 5.30pm to 7.30pm

Sunday: 9.30 am to 11.30am

Program Fee:

Rs. 70,000/-

Last Date for Application Submission: **July 25, 2026**

About the Program



In today's rapidly evolving healthcare landscape, the need for skilled professionals who can seamlessly integrate management expertise with digital innovation has never been greater. The Executive Program in Hospital Management and Digital Health is designed to equip healthcare professionals and aspiring leaders with the knowledge and practical skills required to efficiently manage hospitals while leveraging emerging technologies.

This program focuses on hospital operations, healthcare systems, digital health tools, data-driven decision-making, and patient-centric care, enabling participants to enhance service quality, improve efficiency, and drive innovation. Tailored for working professionals, it offers a flexible learning approach, empowering them to advance their careers without interrupting their professional commitments.

Objectives of the Program



To develop strong managerial and leadership skills required for effective hospital and healthcare administration



To provide comprehensive knowledge of hospital operations, quality standards, and patient care management



To build competence in digital health and data management, enabling better decision-making and efficient healthcare delivery



To equip working professionals with practical skills to manage healthcare organizations while balancing their careers

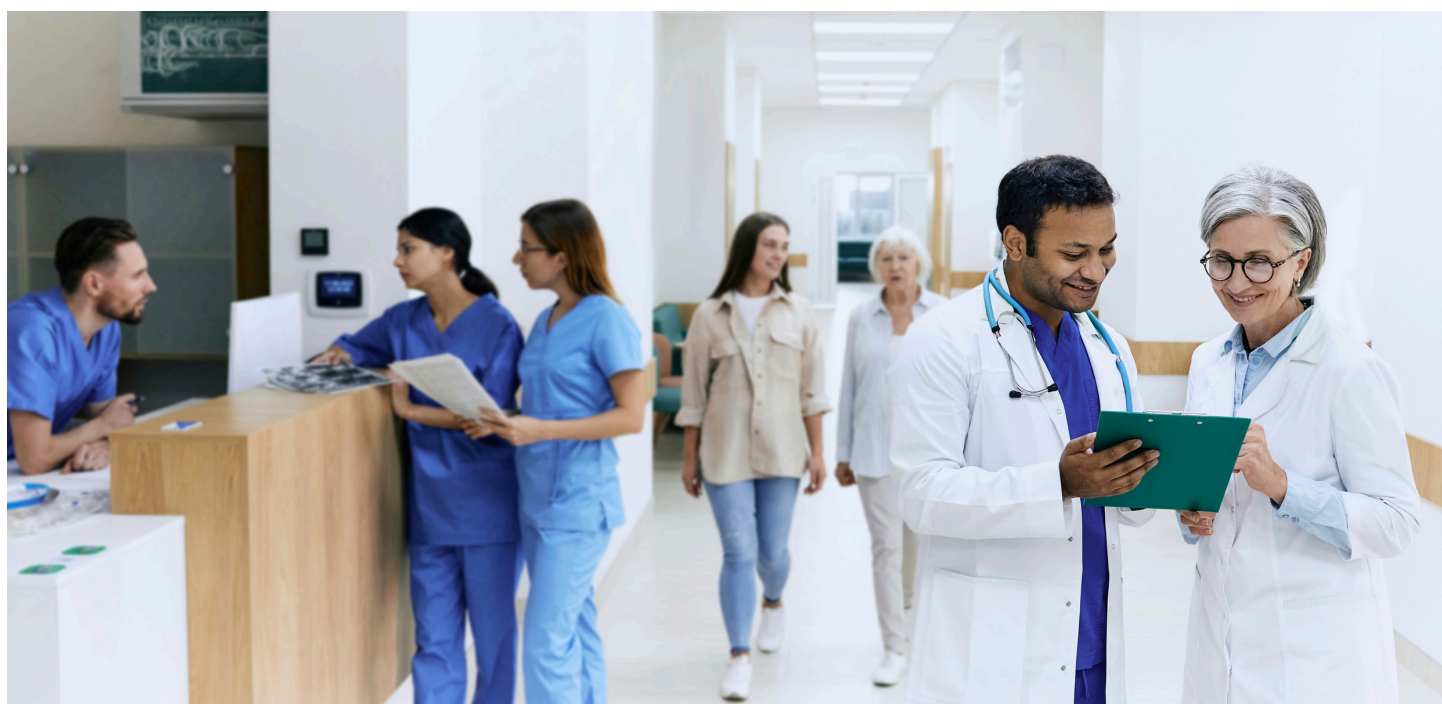


To promote a patient-centric and technology-driven approach to improve healthcare outcomes



Key Highlights of the Program

- Weekend Executive Format: Designed for working professionals, allowing you to upskill without interrupting your career
- Industry-Relevant Curriculum: Covers hospital management, healthcare operations, digital health, and data-driven decision-making
- Immersion Program: Get real-world exposure through hospital visits and field-based learning, helping you understand actual healthcare systems, workflows, and challenges
- Skill Stations for Practical Learning: Hands-on training modules that simulate real hospital scenarios—enhancing skills in operations, patient management, quality processes, and digital tools
- Focus on Digital Health: Gain insights into AI, health informatics, electronic health records (EHR), and emerging healthcare technologies



Eligibility Criteria

Graduates working in medical, nursing, paramedical, or executive roles with a minimum of two years of experience in private, government, or non-government hospitals are eligible.

Non-graduates with over 10 years of experience in hospital administration or managerial roles are also eligible to apply.

Basic Skills (Preferred):

- Interest in healthcare systems and management
- Basic understanding of digital tools and data (not mandatory, but beneficial)

Selection Procedure:

The eligible candidates will be selected based on their qualification and experience by the selection committee of IIMMRB.

Program Fee: Rs. 70,000*/-
(To be paid in in two instalments of Rs. 35000/-)

**Special Group Discount Available for Hospitals Sponsoring and Nominating Multiple Participants.
Please connect with IIMMR Bangalore for customized sponsorship benefits.*



Admission schedule:

Application form for admission will be accepted till **July 25, 2026**.

The selected candidates will be informed by **July 28, 2026** to submit first instalment of fee (Rs. 35000/-) within 3 days.

The program begins from **August 2026**.



Course Curriculum

Module 1

Blueprints to Bedside: Essentials of Hospital Planning

Module 2

Understanding Hospital as a System

Module 3

Achieving Operational Excellence in Hospitals

Module 4

Managing Financial Health of Hospitals

Module 5

Leveraging Technology for Growth

Module 6

Marketing and Branding of Hospital services

Module 7

Strategy, Growth & Excellence in Hospitals

Module 8

Design Thinking and Entrepreneurship

Capstone Project:

The Capstone Project will be assigned during the sixth month of the program, with the final project evaluation (viva voce) scheduled for May 2027. The project topics will primarily be aligned with the participants' respective areas of work and professional domains. Each participant will be assigned a dedicated mentor from IIHMR Bangalore to provide academic guidance and support throughout the project duration.





Pedagogy

Each module is one-month duration- Online lectures, case studies, group work, self-evaluation, assignments, quizzes, video presentation etc.

Online Class Schedule:

- Duration: 1 year
- Saturday: 5:30 PM to 7:30 PM
- Sunday: 9:30 AM to 11:30 AM
- The program will be delivered through synchronous and interactive online sessions conducted by the faculty of IIHMR Bangalore, ensuring academic rigor, industry relevance, and practical learning outcomes.

Immersion Programs:

- Two contact programs of 5 days each will be organized at IIHMR Bangalore campus i.e., one in October 2026 and other in Feb 2027.

Evaluation:

The faculty will be evaluating participants based on attendance, assignments, class participation module-wise examination and Capstone Project



Study Materials

- Soft copies of Study materials, module -wise have been prepared by experts and duly recommended by the academic committee comprising of IIHMRB faculty and eminent experts from the industry.
- Study material is written in simple English and self-explanatory aligned with case studies, self-evaluation questions and examples. Additional guidance to further reference material is also provided.

Program Director



Dr Usha Manjunath

Professor & Director
IIHMR Bangalore

Program Coordinator



Dr Deepashree M R

Assistant Professor
IIHMR Bangalore

Panel of Domain Specialists for the Executive Program:



Dr Nagedra Swamy

Expert: Strategy and Operations

Chief Executive Healthcare Services, Gokula Education Foundation & President, Ramiah Memorial Hospital



Dr Uma Nambiar

Expertise: Hospital commissioning and digital transformation

CEO, IISc Medical School Foundation - Bagchi Parthasarthy Hospital & Chairperson, DHIndia Association



Dr Chethana H S

Expertise: Quality, Operations and Legal

Management Consultant - Healthcare Quality, Audits and Medicolegal practice



Dr Chandil Kumar

Expertise: Digital technologies and interventions

Co-Founder, SVM Hospital



Dr Sridhar Bodapati

Expertise: Health IT, AI tools and design thinking in Healthcare

Founder and CEO, EdQueries



Dr Shashi Bhaskara Krishnamurthy

Expertise: Smart ICU management

Intensivist and Director of Quality and Education, Cloudphysician

About IIHMR Bangalore

Established in 2004, the Institute of Health Management Research (IIHMR), Bangalore, is a NAAC 'A' accredited premier institution for healthcare management education, research, training, and consultancy in South India. An initiative of the Indian Institute of Health Management Research, Jaipur Society, founded in 1984, IIHMR Bangalore has built a strong legacy in health management education and multidisciplinary healthcare research over the past two decades.

The Institute offers AICTE-approved PGDM programs in Hospital & Health Management, Artificial Intelligence & Data Science in Healthcare, and Pharmaceutical Management, along with a Doctoral-level Fellowship Program in Management (FPM). IIHMR Bangalore is recognized for its academic excellence, with its flagship PGDM in Hospital & Health Management accredited by NBA and granted MBA equivalency by the Association of Indian Universities (AIU).

Further strengthening its commitment to quality healthcare, the Institute is accredited by NABET and the Quality Council of India (QCI) as a consulting organization for NABH. IIHMRB has been recognised as 'Guvatta Pathashala' by QCI. IIHMR Bangalore has also established ADMIRE (Advancing Digital-Health Management, Innovation, Research, and Education), a dedicated Centre for Digital Health focused on R&D, AI-driven healthcare solutions, digital health skilling, innovation, and incubation to advance the future of healthcare.

Our Contacts :



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Scan to Register



Registration Link -

<https://forms.gle/FHmbDwsgn6QniZ1QA>