Executive Programme in Healthcare Services Management (EPHSM-BL01) Blended Learning D2D + Campus)

IIMA Executive Education
INDIAN INSTITUTE of MANAGEMENT AHMEDABAD
विद्याविनियोगाद्विकासः

Executive Programme in Healthcare Services Management (EPHSM-BL01) Blended Learning D2D + Campus)

Programme Overview

The Government of India is relentlessly focussing on enhancing the healthcare service delivery, which is an important aspect of public systems. Its recent initiatives have emphasized the provision of affordable, accessible, and quality healthcare services through programs such as Ayushman Bharat Digital Mission (ABDM), Health Identification- Ayushman Bharat Health Account (ABHA), Telemedicine Practice Guidelines, etc. Further, there is an increased focus on standardization and quality certifications by the Government such as the Clinical Establishments (Registration and Regulation) Act, 2010. These initiatives can significantly affect how the health services should be delivered both in private and public sectors. These aspects also warrant that the doctors, leaders, managers and administrators need to understand the managerial dynamics of delivering effective and efficient healthcare services on a sustainable basis.

Programme Objectives

The programme aims to impart training to healthcare providers and those involved in managerial roles in organizations involved in health service delivery across private and public sectors. The focus of the programme will be on understanding the implications of the dynamic changes being envisaged in the healthcare system and how to deliver patient centric care to ensure quality health care in the Indian context.

The USP of the program include comprehensive coverage of the following critical areas:

- Gain insights into delivering patient-centric healthcare in India's evolving healthcare landscape.
- Understand the wider implications of large-scale healthcare initiatives like Ayushman Bharat and NHS for effective leadership and management.
- Learn to reassess and optimize organizational position, business models, and technology in the healthcare ecosystem.
- Adapt to technological advancements and regulations for patient-centric care while ensuring data privacy and security.
- Incorporate policy dynamics into organizational strategy and implementation for successful healthcare management.
- Explore the interconnectedness of different levels in healthcare management for effective decision-making.
- Comprehensive coverage of topics across functions to deliver patient-centric care in healthcare organizations.
- Align functional areas for patient-centric care by coordinating strategy, marketing, operations, and OB-HR.
- Emphasize quality as a core concern through multidimensional cases, understanding the interlinkages in healthcare management.

Programme Contents

The core contents of the programme will include topics that will enable the doctors, leaders, managers and administrators to understand the managerial aspects of delivering effective and efficient healthcare services to the patients. While the content below are provided in terms of functional, it will be ensured that participants understand the interlinkages and interrelationships between the functions and are able to view organization as a 'whole'.:

- **Principles of a robust healthcare system and reviewing the paradigm-shift in health service industry**

This introductory module will focus on the profile of the Indian healthcare industry and provide a broad perspectives on the dynamic changes occurring in the industry. This will also further the comprehension of a patient-centric healthcare in the changing face of healthcare delivery in India.

- **Service quality management**

In this module participants will understand how services are different from manufacturing. Some differences would be participation of the customer, intangibility and simultaneity. The participants will dwell on the patients' perspectives about service quality which will have implications for design and delivery of healthcare services.

- **Operations management**

This module deals with optimal utilization of resources to ensure effective efficient healthcare services. Some of the topic covered in this module would be Hospital, operations, planning, process, analysis and control, scheduling capacity, planning and inventory management

- **Financial management in healthcare**

Topics covered in this model would focus on enabling the participants to understand financial management and its various aspects in healthcare service delivery and to assess the risks and returns associated. They would include financial analysis, levers of financial control, cost, cost, control areas and evaluation of new investment opportunities.

- **Marketing of healthcare services**

This module will dwell on taking a customer centric approach that is orienting organizational activities around customer needs. Given the current scenario we will cover topics related to digital marketing, In Healthcare. The module will also cover development and delivery of value to the customers and balancing customer satisfaction with financial sustainability.

• Data analysis for healthcare management

These topics would provide understanding of the importance of analysis of data for effective healthcare service delivery. Specifically the topics would focus on database decision making for example to deliver quicker treatment to the patients to improve usage of hospital facilities, to help in effective planning of services.

• Strategic management

The topics covered under this module would focus upon leadership and its role in formulating vision mission and overall business strategy of healthcare services. Further the focus would be on incorporating policy dynamics into organization, strategy and implementation for successful healthcare service delivery. The module will also dwell on issues related to medicolegal aspects such as medical negligence and consumer protection.

• Technology and health care

This module will dwell on adoption of technological advancement for patient centric care, including the use of artificial intelligence, machine, learning, and other aspects of information technology applicable in healthcare services for example, electronic health records, remote patient monitoring and telemedicine while addressing the concerns regarding data, privacy and security.

• Organizational behaviour and Human Resource Management

Human Resources are critical for delivery of healthcare services. This module will deal with topics of individual and organizational performance, enhancing commitment towards the organization, managing teams and subordinates, and organizational communication and persuasion.

Pedagogy

The lead learning tool will be case studies which will be supplemented with lectures, group exercises/projects and presentations.

Who Should Attend

This programme is designed for middle and senior level professionals in healthcare delivery across private and public sectors. Those who are involved in managing healthcare facilities, heading functional/departmental units or aspire for establishing and delivering effective healthcare services can be benefitted from this programme.

Eligibility

• Graduates with a minimum of 3 years of professional experience, preferably in healthcare setup.

• The programme is targeted for medical, non-medical professionals, healthcare service providers, medical superintendents, medical officers, healthcare consultants, hospital administrators and others who are seeking to enter the healthcare industry.

Programme Duration: Spread over 6 to 7 months

Mode of Delivery: The online sessions will be delivered on JITMRL platform through direct-to-desktop [D2D] held once a week and campus modules at IIM Ahmedabad (Subject to government regulations)

Faculty Chair
Prof. Rajesh Chandwani

Teaching Faculty
Prof. Ankur Sinha
Prof. Chitra Singla
Prof. Rajat Sharma
Prof. Rajesh Chandwani
Prof. Viswanath Pingali
Dr. Atul Mohan Kochhar (external faculty)
Dr. S.M. Kantikar (external faculty)
We'll also have sessions by industry practitioners.

Dates and Module Details

Last date to apply	: **September 15, 2023**
Application fees (To be paid during online application)	: **INR 2000 + GST* (Non refundable)**

Tentative schedule

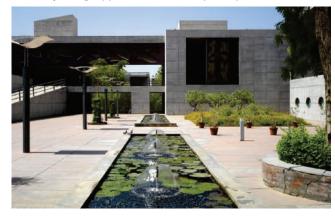|	
Course Commences On	: **October 6, 2023**
Technical Orientation by Jaro	: **September 30, 2023 (6.00 pm to 8.00 pm)**
Online Session Schedule	: **Every Saturday (6.00 pm to 9.00 pm)**
First Campus Module	: **October 6-7, 2023**
Final Campus Module	: **April 26-27, 2024**

Programme Fee Instalment Schedule	
Programme Fee and Campus Module Charges	
Initial Payment	**2nd Instalment**
September 25, 2023	January 10, 2024
INR 1,75,000 + 13,000 = 1,88,000/- + GST*	INR 1,75,000 + 13,000 = 1,88,000/- + GST*
*GST (Currently 18%) will be charged extra on these components	

Fees to be paid directly to IIMA only through Payment Gateway: **https://web.iima.ac.in/web/278**

Evaluation Methodology

IIM Ahmedabad shall carry out the examination and evaluation required for certification.

Participants are evaluated on the basis of assignments, quizzes and examinations for all the courses. Participants will be given any one of the following grades: "Satisfactory Plus" (S+); "Satisfactory" (S); "Unsatisfactory" (U). A participant will be asked to leave the programme and the fees will then be forfeited in any of the following cases:

- If a participant gets 2nd U for academic indiscipline wherein Academic Indiscipline includes cheating/ copying/plagiarism in assignments and examinations and facilitating cheating in any way or is found having integrity issue during the programme.

- If a participant gets 4th U for under-performance.

- If a participant gets 1 U for academic indiscipline and 3Us for under-performance.

- The norms of the programme require a participant to attend at least 80% of attendance to become eligible to receive the certificate, failing which a participant won't be awarded the certificate.

Certification

At the end of the Programme, eligible participants will receive a Certificate of Completion (CoC) of the Programme from IIM Ahmedabad subject to the assessment and attendance criteria being fulfilled.

IIMA Alumni Status

Participants who are attending short-duration Executive Education Programmes for the first time, on or after April 1, 2012, will have to attend for a total of 21 days in one or more programmes in order to be eligible for alumni status and alumni identity card, both of which will be awarded on the payment of a one-time alumni fee of INR 10,000/- + GST.

Library Access

Restricted remote access to the library resources will be provided for the programme duration.

How to Apply

Interested candidates may apply using the application link:

https://enrollment.jaroeducation.com/online/student_register

or call on Mobile: +91 7506505142 for assistance or write to exed@iima.ac.in

Service Provider:

Jaro Education is India's most trusted online higher education company. The Edtech firm, a pioneer in the executive education industry, was founded in 2009 and has been the first mover in the online executive education space. The leading Edtech firm aims to nurture entrepreneurs & working professionals from entry-level to C-Suite level in every field and industry by offering executive education programs. Having been recognized for changing the landscape of online education in India, Jaro Education has transformed the careers of over 3 lakh professionals in the last 12+ years through its 30+ learning centres across India.

Ahmedabad | Bangalore | Chennai | Delhi/NCR | Hyderabad | Jaipur | Kolkata | Mumbai | Nagpur | Pune

Indian Institute of Management Ahmedabad (IIMA)

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting and research facilities in management.

Major Programmes Offered by IIMA

- Two-Year Post Graduate Programme in Management (MBA)
- Two-Year Post Graduate Programme in Food and Agri-business Management (MBA- FABM)
- Ph.D. Programme in Management
- One-Year Full Time Post Graduate Programme in Management for Executives (MBA- PGPX)
- Executive Education offers short duration programmes through open enrollment, customisation and online for various levels of experienced professionals across industry
- Faculty Development Programme (FDP)
- ePost Graduate Diploma in Advanced Business Analytics (ePGD-ABA)

The Institute has 100 plus faculty members working in the following management areas and centres:

Disciplinary Areas & Groups

- Centre for Management in Agriculture
- Economics
- Human Resources Management
- Marketing
- Operations and Decision Sciences
- Ravi J. Matthai Centre for Educational Innovation
- Communication
- Finance and Accounting
- Information Systems
- Organisational Behaviour
- Public Systems Group
- Strategy

Interdisciplinary Centres

- Arun Duggal ESG Centre for Research & Innovation
- Ashank Desai Centre on Leadership and Organisational Development
- Brij Disa Centre for Data Science and Artificial Intelligence
- Centre for Digital Transformation
- Centre for Innovation Incubation & Entrepreneurship
- Centre for Management of Health Services
- Centre for Transportation and Logistics
- Gender Centre
- India Gold Policy Centre
- JSW School of Public Policy
- Misra Centre for Financial Markets and Economy
- NSE Centre for Behavioural Science in Finance, Economics and Marketing

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