



Steering Through Change:  
**The New Pulse of Healthcare**

Post Graduate Certificate in  
**Healthcare Management  
Programme**

**IIM Tiruchirappalli**

Batch  
**02**



Marketing Partner

**jaro education**

# About IIM Tiruchirappalli



Features among the Top 2%  
of B-Schools globally



BT-MDRA India's  
Best B-Schools 2025



among top B-schools in  
India by MBAUniverse.com  
Ranking 2024

Established in 2011, the Indian Institute of Management Tiruchirappalli (IIMT) is among the fastest-growing second-generation IIMs, featuring a state-of-the-art campus spread over 175 acres in Tamil Nadu. The institute has earned its reputation as a premier management institution, dedicated to creating and disseminating management knowledge. IIM Trichy boasts 54 faculty members with strong academic and industrial experience.

Faculty members hail from leading management educational institutions in India, such as IIMs and IITs, as well as esteemed foreign universities. The institute offers a range of programmes, including its flagship Post Graduate Programme in Management (PGPM), Post Graduate Programme in Human Resource Management (PGPM-HR), Post Graduate Programme in Business Management (PGPBM) for working professionals, and the Doctoral Programme in Management (DPM).

The institute's commitment to excellence is reflected in its accreditations. IIM Trichy holds the prestigious accreditation from the Association of MBAs (AMBA) and is a member of the Association to Advance Collegiate Schools of Business (AACSB), underscoring its adherence to global standards in management education.

The Executive Education and Consultancy (EEC) Centre furthers IIM Trichy's mission to reach aspiring executives, considering their time and location constraints. These e-learning programmes enable IIM Trichy to venture into the online Executive Education space, focusing on delivering contemporary, conveniently accessible, and affordable quality management education.





### **PROF. PAWAN KUMAR SINGH**

Director,  
Indian Institute of Management  
Tiruchirappalli



Indian Institute of Management Tiruchirappalli (IIMT) is the 11th IIM established by the Government of India in 2011 and has now completed its 15-year milestone. Tiruchirappalli is a vibrant city widely known for its art and culture, which dates back thousands of years. Today, the city is a hub for educational institutions, scholastic centres, and modern industries. Our institute is transcending to new heights and stands true to its motto: 'Gyaanam Anantam', which means 'Knowledge is Infinite'. Continuous learning is the foundation for better value creation, and IIMT aspires to instill in its students an unceasing desire to learn. The institute proudly embraces the responsibility of shaping students into the leaders of tomorrow—catalysts of change for the betterment of society. IIMT operates from its sprawling state-of-the-art campus spread over 175 acres of land, situated about 11 km from Tiruchirappalli International Airport.

Our mission is to nurture a learning environment that assimilates, disseminates, and creates knowledge of global standards, thereby adding value to society and the nation. Starting the journey with an intake of 84 students, today we host over 900 students and offer diverse programmes such as the Post Graduate Programme in Management (PGPM); Post Graduate Programme in Management - Human Resources (PGPM-HRM); Doctoral Programme in Management (DPM); Executive Doctoral Programme in Management (EDPM); and Post Graduate Programme in Business Management (PGPBM) for working executives. The Executive Education & Consulting wing at IIM Trichy offers both short- and long-duration programmes, Faculty Development Programmes, and e-learning courses specially designed to enhance the skills and knowledge of corporate managers. Through a carefully designed curriculum, we shape our students into future leaders with a deep understanding of their fields. We also strive to create dynamic and innovative entrepreneurs who can bring positive changes to society.





Our strength lies in our faculty members and dedicated staff. Our faculty possess the highest levels of innovation and interactive teaching skills. They not only impart knowledge but also instill the core values and ethos of the invincible Indian culture. We foster a spirit of inquiry in our students, encouraging them to challenge existing paradigms for fruitful learning. High-quality research is an integral part of the IIMT culture. Our thoughtfully created Learning Resource Centre provides faculty and research scholars an exquisite academic ambience to nurture ideas and produce world-class research output. IIM Tiruchirappalli has expanded its horizons by entering into various collaborations with academia and industry. We have signed academic cooperation agreements with reputed institutions worldwide. Through projects like 'Make a Difference', we inculcate social and national commitments in our students.

We take pride in who we are. While we do not rest on past accomplishments, we constantly seek innovative ways to realize our vision of becoming a leading management institution with a significant impact on business and society. We believe the institute has the potential to transform into one of the best world-class management schools in India. We invite every stakeholder in society to join us on this journey of spreading value-based management education.





## **PROF. SATISH S. MAHESWARAPPA**

Professor (Marketing) and Dean (Academics),  
IIM Tiruchirappalli  
PGDM (SPA) from IIM Ahmedabad  
Ph.D., Marketing Management, IIT Madras



Prof. Satish S. Maheswarappa is a Professor (Marketing) and Dean (Academics) at the Indian Institute of Management Tiruchirappalli. He has a doctoral degree in marketing from the Indian Institute of Technology Madras, Post Graduate Diploma in Management (SPA) from the Indian Institute of Management Ahmedabad, and degree in Bachelor of Veterinary Sciences from Bangalore Veterinary College. He has around three decades of academic and corporate work experience. Before joining the Indian Institute of Management Tiruchirappalli, he worked at the Indian Institute of Management Lucknow. Before joining academics, he worked for over a decade in the corporate domain of business development and marketing across the Pharmaceutical and IT sectors. The primary interest areas are customer information search, information processing, and decision-making behaviour. He has published his research works in leading academic journals such as the European Journal of Marketing, Journal of Advertisement, Journal of Business Research, Journal of Services Marketing, Marketing Intelligence and Planning, and Asia Pacific Journal of Marketing and Logistics. At IIM Tiruchirappalli, Prof. Satish offers Digital Marketing, Pricing Strategy, and Promotion Strategy courses in the flagship MBA program and Executive programs. He has coordinated and conducted various middle and top-management executive programs for organizations such as Larsen and Toubro, VDart Inc., Hindustan Petroleum Corporation, Chennai Petroleum Corporation, Kauvery Hospitals, etc.



# Know The Facilitators



## DR. KRISHNA TEJA PERANNAGARI

Assistant Professor- Marketing,  
IIM Tiruchirappalli  
Ph.D., IIM Kashipur

Watch Now



Dr. Krishna Teja Perannagari is a seasoned academic and customer advocate with a rich background in marketing, customer management strategies, and analytics. He holds a Ph.D. in Marketing from the Indian Institute of Management Kashipur, complemented by a dual-degree in MBA (Marketing) and Bachelor of Technology (Computer Science) from JNTU College of Engineering Hyderabad. With a blend of academic expertise and industry experience, Dr. Krishna Teja has worked in various institutions including Mudra Institute of Communications Ahmedabad (MICA), Jagdish Sheth School of Management (Bangalore), Doon Business School (Dehradun), EPAM Systems (Hyderabad), and Samba.org.

His contributions extend beyond teaching, evident in his publications in esteemed journals such as the International Journal of Global Business and Competitiveness, the International Journal of Retail and Distribution Management and the Journal of Public Affairs. Additionally, he has authored book chapters on Digital Infrastructure, Artificial Neural Networks and Cause Related Marketing. Dr. Krishna Teja teaches a range of marketing subjects at IIM Trichy, including Customer Experience Management, Marketing Analytics, Customer Relationship Management, and Research for Marketing Decisions.



# Navigating the Path Ahead: Evolution of India's Healthcare Landscape



India's healthcare sector is at the cusp of transformation—powered by policy reforms, digital integration, and a rising demand for accessible, quality care. Strategic investments and innovation are driving growth, shaping a future-ready ecosystem.

## Market Growth & Economic Impact

“

**US\$ 50 Billion:** Projected size of the Indian health-tech market by 2033  
(CAGR: 39%)

\*IBEF.org

**58,000+ Jobs:** Estimated new opportunities in healthcare by 2025

\*The Hindu Business Line

**\$25–30 Billion:** Potential contribution of Data & AI in healthcare to India's GDP by 2025

\*NITI Aayog

”





## Infrastructure & Digital Health Initiatives

- + **Cancer Care Access:** 200 district hospitals to get daycare cancer centers (FY25–26), expanding nationwide in 3 years
- + **Ayushman Bharat Digital Mission:** Strengthening digital health and tele-mental health services
- + **Rural Connectivity:** Broadband access for all PHCs and government secondary schools to enable telehealth
- + **Medical Tourism Boost:** 'Heal in India' initiative to position India as a global health destination

## Public Health Spending & Strategic Focus



**INR 99,859 Crore:** Allocation in Union Budget 2025–26 to healthcare infrastructure and services

\*KPMG Assets Report

**Medical Colleges Growth:** From 307 (2014) to 730 (2024), boosting medical education capacity

\*The Times of India

**Ayushman Bharat Impact:** Over 8 crore beneficiaries; out-of-pocket expenses reduced from 62% to 38%

\*The Times of India



## The Road Ahead

India's healthcare sector is evolving into a digitally-enabled, inclusive, and economically vital industry. With rising public health spending and technological adoption, the Union Budget 2025–26 sets a strong foundation for a healthier and more equitable future.



# Key Challenges and Strategic Imperatives for Healthcare Leaders



## Area of Focus

## Insight / Actionable Guidance

### + Industry Transformation

Recognize the shift towards digital health, telemedicine, AI, and value-based care models.

### + Regulatory Complexity

Stay updated on evolving healthcare regulations, insurance reforms, and compliance standards.

### + Data-Driven Culture

Develop competencies in health informatics, electronic health records (EHR), and data analytics.

### + Patient-Centric Models

Embrace strategies that focus on personalized, preventive, and holistic patient care.

### + Technology Integration

Upskill in digital health tools like telehealth platforms, AI diagnostics, and wearable tech.

### + Health Economics

Understand healthcare financing, cost-effectiveness, and budgeting in hospital systems.

### + Quality & Risk Management

Learn frameworks like NABH, JCI, and Six Sigma for quality assurance and patient safety.

### + Strategic Leadership

Build capabilities in organizational leadership, healthcare strategy, and operations management.

### + Interdisciplinary Collaboration

Develop soft skills for collaboration with clinicians, insurers, and tech teams.

### + Public Health Awareness

Gain insight into epidemiology, community health, and health education.

# Programme Overview



The Post Graduate Certificate in Healthcare Management Programme serves as a strategic tool to empower participants in navigating the complexities of advancing within the organizational hierarchy. Employing a blended learning approach, this interdisciplinary programme seamlessly integrates experiential and interactive learning methodologies.

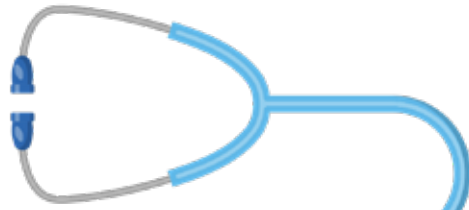
Tailored with precision, the curriculum targets medical professionals, administrators, and individuals engaged in healthcare and allied sectors. This includes esteemed members of allied healthcare services. The primary objective is to furnish participants with a holistic grasp of healthcare management principles.

Central to its mission, the programme cultivates essential proficiencies encompassing healthcare management protocols, adept human resources strategies, meticulous financial and accounting frameworks, and incisive analytical acumen. These competencies collectively underpin comprehensive and effective healthcare administration across all domains.

Moreover, the programme strives to provide healthcare professionals with essential healthcare management practices, human resource strategies, financial and accounting concepts, and analytical proficiencies that are pertinent across all facets of proficient healthcare administration.



# Programme Highlights



Certificate of Completion  
from IIM Tiruchirappalli



01

02



Holistic Curriculum by  
IIM Tiruchirappalli's Faculty

Highly Interactive Online  
Classes (D2D Platform +  
One Campus module)



03

04



3 Days Campus Visit at  
IIM Tiruchirappalli's  
Sprawling State-of-the-art  
Campus

Application-oriented  
Pedagogy— Case  
Discussions,  
Simulation, etc.



05

06



Peer Learning and  
Networking Opportunities

# Learning Outcomes



- + Cultivate an interdisciplinary mindset for effectively managing healthcare systems.
- + Attain specialized knowledge in the field of healthcare management.
- + Develop skills in managerial leadership and decision-making.
- + Explore the realms of innovation and entrepreneurship within the healthcare industry.
- + Comprehend the broader macro-level policies on a global and national scale that impact healthcare.
- + Analyze and compare diverse frameworks for comprehending healthcare challenges across various geographic locations.







## + **Module 1: Introduction to Management**

- Organizational Forces Influencing Healthcare Delivery
- Building Healthcare Organizations

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## + **Module 2: Healthcare Landscape**

- Health Sector Regulations and Compliance Requirements
- Understanding Medical Negligence and Liabilities

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## + **Module 3: Economic Aspects of Healthcare**

- Economics Behind Healthcare Decisions
- Markets, Externalities, and Policy Impact

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## + **Module 4: Foundational Statistics for Healthcare**

- Statistical Methods in Healthcare
- Regression Models for Health Data

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## + **Module 5: Marketing in Healthcare**

- Value-Driven Healthcare Marketing
- Service Quality in Healthcare

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## + **Module 6: Operational Aspects of Healthcare**

- Healthcare Supply Chain Management
- Operations Strategy for Healthcare Excellence

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## + **Module 7: Accounts and Finance for Healthcare**

- Assessing Financial Performance of Healthcare Companies
- Managing Health Insurance Efficiently



## + **Module 8: Managing People in Healthcare**

- Values and Work Ethics in Healthcare
  - Leadership Decisions in Health Management
- 

## + **Module 9: Strategy in Healthcare**

- Competitive Dynamics in the Healthcare Industry
  - Strategic Positioning for Profit and Performance
- 

## + **Module 10: IS in Healthcare**

- Emerging Technologies Shaping Modern Healthcare
  - Embracing Digital Transformation in Healthcare
- 

## + **Module 11: Entrepreneurship in Healthcare**

- Identifying Opportunities in Healthcare
  - Developing Innovative Solutions and Business Models
- 

## + **Module 12: Digital Services Marketing in Healthcare**

- Healthcare Marketing in the Digital Age
  - Content Marketing Strategies for Engaging Audiences
- 

## + **Module 13: AI and Analytics in Healthcare**

- Analytical Tools for Healthcare Insights
- Smart Healthcare with AI

# Programme Details



## ➤ Delivery

- Direct-to-Device (D2D) mode

## ➤ Duration

- 1 Year
- 52 Weeks of Classes
- 171 Hours of Engagement, including One Campus Visit

## ➤ Session Timings

- Sunday, 10:00 am to 1:00 pm

## ➤ Commencement Date

- 14<sup>th</sup> September 2025

## ➤ Application Closure Date

- Closing Soon

## ➤ Eligibility Criteria

- Bachelor's Degree, with at least 50% marks or equivalent CGPA [45% in case of the candidates belonging to SC/ST/PWD].
- Professionals and entrepreneurs associated with healthcare and allied healthcare sectors with 2 + years of domain experience, aspiring to move into management roles.
- Applicants should be working professionals/entrepreneurs.





# Who Should Attend?

- + Individuals who have a background or interest in healthcare and aspire to take on managerial or administrative roles within the industry. They may include doctors, resident doctors, Doctor of Pharmacy, para-medical professionals working in the medical field, and other healthcare professionals seeking to enhance their knowledge and skills in healthcare management.
- + Junior or Mid-level professionals in the healthcare and allied industries keen to enhance strategic leadership and analytical skills to uncover global healthcare opportunities.
- + Consultants and healthcare entrepreneurs aspiring to create and drive disruptive business models and optimize for growth.
- + Professionals looking to shift their careers into the healthcare domain.

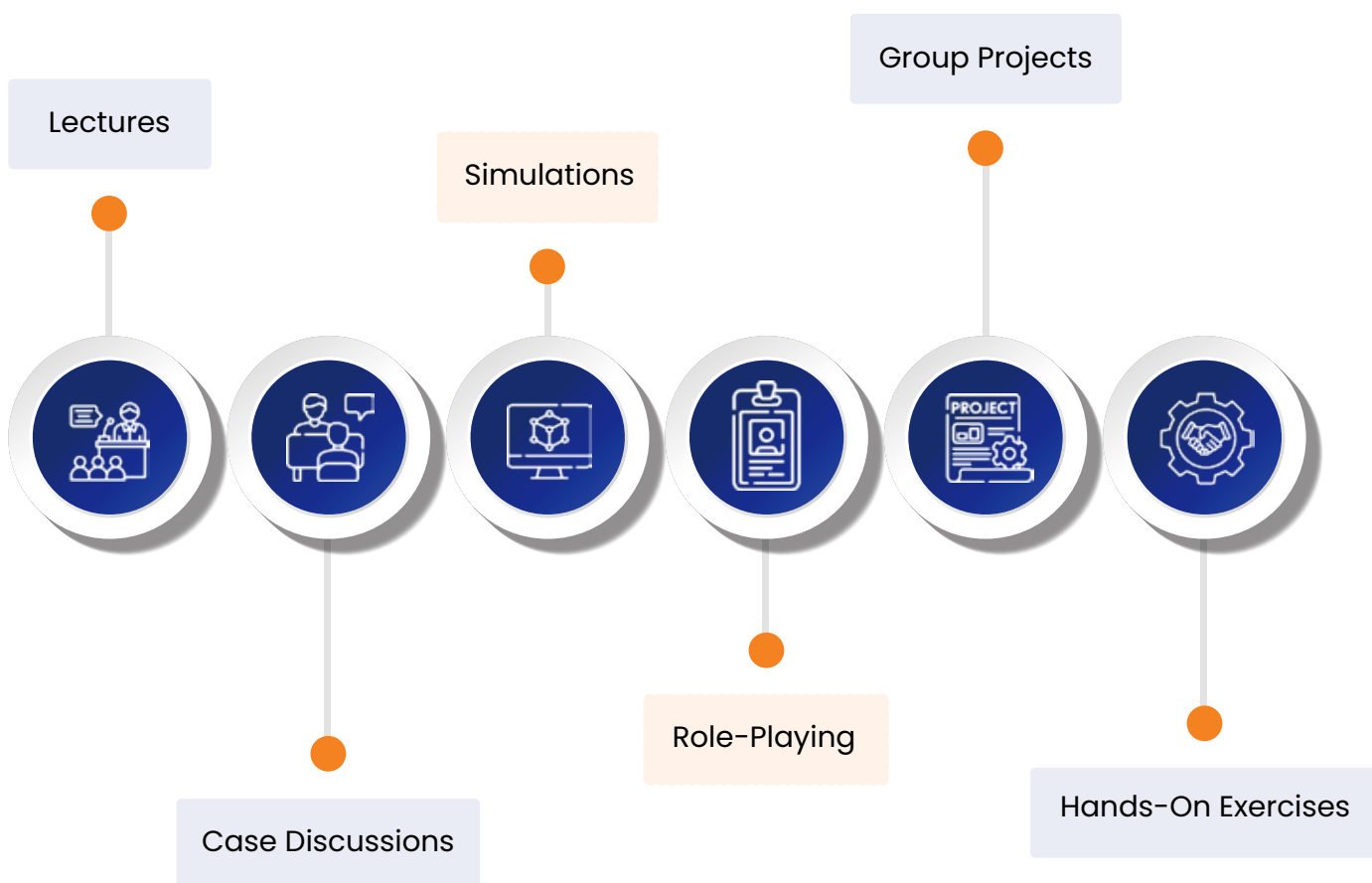






The programme utilizes a blended learning approach, combining in-class and online components. The in-person segment incorporates diverse teaching methods like lectures, case discussions, simulations, role-playing, group projects, and hands-on exercises. The online component delivered through a state-of-the-art interactive mode will facilitate learning through synchronous mode using multimedia components involving case discussion, audio, and video-engaging components.

## In-person Component



## Online Component

Synchronous Sessions

Multimedia Engagement (Audio and Video Components)



Post Graduate Certificate in

## Healthcare Management Programme

IIM Tiruchirappalli for those participants who **successfully completed** the prescribed course of study and fulfill all other academic requirements.



# Programme Fee Details



| Fee Details                                                  | Amount                       |
|--------------------------------------------------------------|------------------------------|
| Application Fee                                              | INR 2,000/- + GST            |
| <b>Total Programme Fee</b><br>(Exclusive of Application Fee) | <b>INR 2,16,000/- + GST*</b> |

## Instalment Pattern

|                |                    |               |
|----------------|--------------------|---------------|
| Instalment I   | INR 90,000/- + GST | Before Term 1 |
| Instalment II  | INR 63,000/- + GST | Before Term 2 |
| Instalment III | INR 63,000/- + GST | Before Term 3 |

## Easy EMI Options Available



## Hear from the Participants



### **Ms. Megal Ramya Swetha**

Nursing Manager,  
Agatsya Hospital

"Enrolling in the IIMT-PGCHCM programme has been a transformative step in my career. This programme played a pivotal role in my promotion, equipping me with invaluable insights and skills. My experience with the institution and faculty has been truly exceptional—their unwavering support and encouragement made all the difference. I wholeheartedly recommend this programme to professionals seeking meaningful career growth. It is an investment that enhances knowledge and opens doors to new opportunities."



### **Dr. Shanmugavelu S**

Medical Officer,  
Mediassist

"I discovered the IIMT-PGCHCM through social media and found it invaluable in gaining clarity on management and administration. This programme broadened my perspective in the healthcare sector. The meticulous organisation by the institution and Jaro was exceptional, with well-structured campus immersion enhancing the learning experience. I am now confident in my ability to transition into senior management. Designed for professionals who value time, this course delivers core concepts effectively, making it an ideal choice for career growth."



# Hear from the Participants



## Dr. Milly Trivedi

Director,  
Florence Dental Clinic

"I am immensely grateful to Jaro Education for facilitating my Post Graduate Certificate in Healthcare Management from IIM Trichy. As part of the inaugural cohort, I had the privilege of engaging with a meticulously designed curriculum that explored pivotal healthcare domains, including hospital administration, healthcare analytics, operations management, quality accreditations, and financial planning. Jaro ensured seamless coordination of classes, timely communication, and efficient management of online assessments, making the learning experience effortless. The on-campus immersion at IIM Trichy was truly transformative, allowing for enriching interactions with esteemed faculty whose profound industry expertise and dynamic teaching left an indelible mark. This programme has been instrumental in refining my strategic acumen and managerial proficiency, empowering me to navigate the complexities of the healthcare sector with confidence. I wholeheartedly recommend Jaro Education to professionals seeking world-class learning experiences that drive career growth."





## + Resume Building

Our service comprises the meticulous creation and refinement of resumes, aligning them with corporate standards to ensure they reflect your skills and achievements. Through expert resume optimization, we enhance your professional narrative and craft an ATS-friendly resume to stand out in a competitive landscape.

## + LinkedIn Profile Optimization

We offer tailored suggestions for elevating your LinkedIn profile, strategically designed to maximize visibility and foster meaningful connections with industry leaders. Our approach ensures that your online presence resonates with the professionalism and expertise that defines your career trajectory.

## + Career Enhancement Sessions

Our exclusive Jaro Connect platform provides corporate engagements with access to immersive bootcamps and masterclasses on the latest industry trends, led by esteemed experts. This empowers the participants to stay abreast of evolving market dynamics while honing their professional competencies, ensuring they thrive in today's fast-paced business environment.

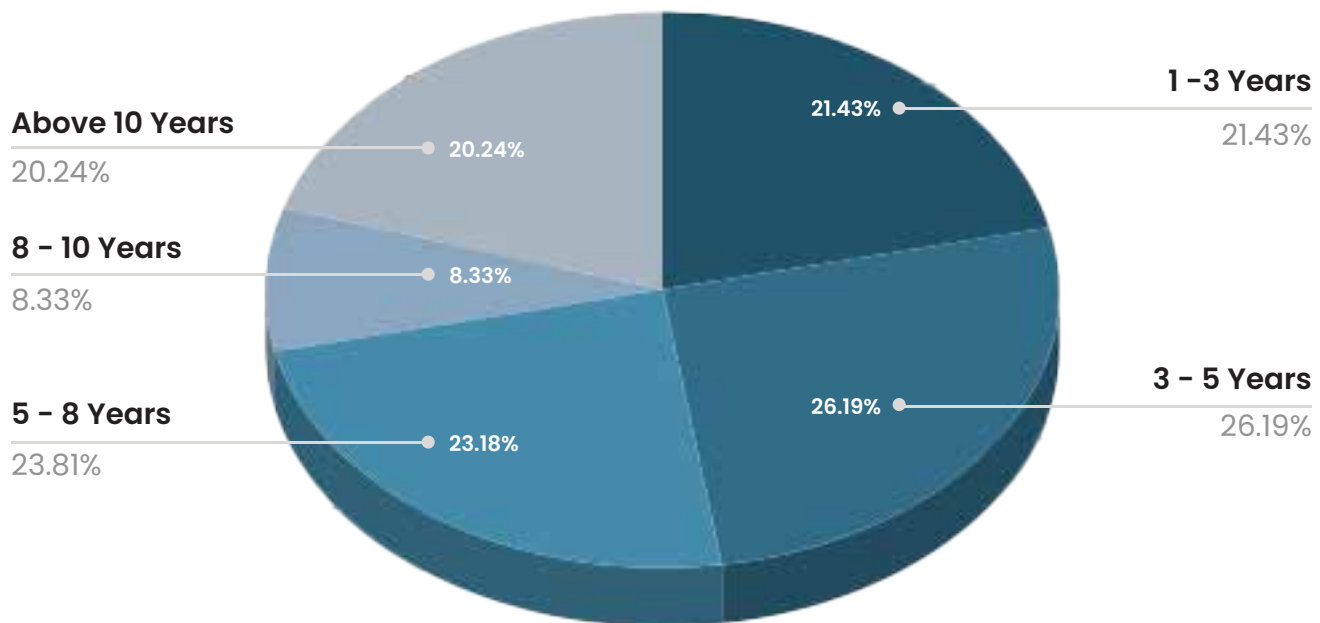
**Note:** IIM Tiruchirappalli and Jaro Education do not guarantee or promise employment or career advancement in your existing position. Career services are offered solely as a resource to help you proactively manage your career. These services are provided by Jaro Education. IIM Tiruchirappalli is not involved in any way with the career services described above and makes no commitments regarding their outcomes.



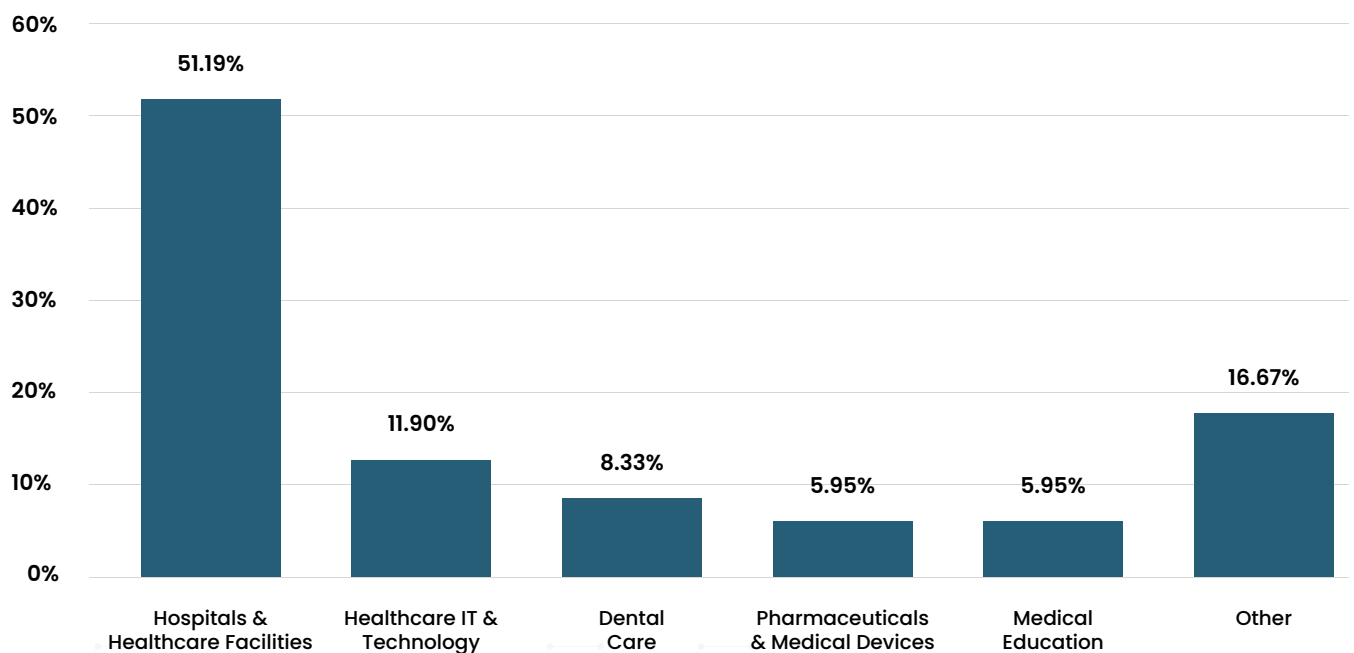
# Recent Batch Analysis



## ➤ Work Experience



## ➤ Industry-wise bifurcation



# Recent Batch Analysis



## ➤ Top Companies Where Our Participants Are Working:



## ➤ Top Profiles of Our Alumni:

- + Founder and Director
- + Chief Operating Officer
- + Director & Chief Consultant
- + Chief Dental Surgeon
- + Medical Director
- + Chairperson Obstetrics and Gynaecology
- + Chief Civil Surgeon

### Note:

- Past performance records do not guarantee any future opportunities.
- All company names are trademarks or registered trademarks of their respective holders. Use of them does not imply any affiliation with or endorsement by them.
- The list is partial.



# About Jaro Education



**3,50,000+**

Careers Transformed

**150+**

Programs from a Quality  
Bucket of Diverse Domains

**30+**

World's leading Academic  
Partners

**23+**

Learning Centres across  
India, USA, and Singapore

**20+**

Top NIRF Ranked Indian  
Institutes & Universities

**10+**

Top QS Ranked Global  
Institutes & Universities



e-India Awards

The Best ICT Enabled  
Higher Education  
Institute Award



Educational  
Excellence Awards

Most Innovation &  
Successful online MBA  
Program in India



MODI Awards

Outstanding  
Contribution in Online  
Education



ABP Education  
Awards

Best Digital Learning  
Innovation Award



World HRD  
Congress

National Best  
Employer Accolade



World HRD  
Congress

Edtech Leadership  
Awards



Outlook Business Icon  
Awards 2023

India's Most Trusted  
Online Higher Education Company



The Business  
Awards 2024

Leading Edtech Company  
of the Year

Jaro Education is an edtech pioneer and online higher education company that specialises in executive education, serving as a liaison between the world's leading universities and institutes to create online and technology-driven programmes. The company provides a quality bucket of online executive education programmes catering to domains such as Doctorate & Ph.D., Analytics & Data Science, Management, Finance, etc., from renowned national and international institutions to meet the needs of working professionals. Our goal is to foster the growth of entrepreneurs and professionals at all levels, from entry-level to C-suite, through world-class executive education programmes.

# Connect With Us, Right Now!



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**Apply Now!**

## Jaro Education's Presence

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