



भारतीय प्रबंध संस्थान कोषिकोड

Indian Institute of Management Kozhikode

Globalizing Indian Thought

HEALTHCARE MANAGEMENT AND ANALYTICS

10 Months | Live Online | Executive Alumni Status

BATCH 4



IIM Kozhikode Advantage

From the Director's Desk...

IIM Kozhikode programmes designed by world-class faculty with their cutting-edge thought leadership and industry-leading insights empower participants to manage and lead complex business challenges with confidence and informed decision-making ability. Our growing global footprints acknowledged and accredited by leading institutions of the world are a testimony to growth we have achieved in our 25-year journey of academic excellence.

At this juncture, it is also pertinent to share that both future and past are integral to the path taken by an institution on this journey of excellence. Having a wide, far-seeing vision is not an indulgence but an activity that is necessary to give meaning to our present, to give this Institution a sense of purpose, direction and imagination. That is why we have chosen to think in terms of what IIM Kozhikode will be able to contribute to India and the world some three decades from now with 'Vision 2047: Globalizing Indian Thought'. The sheer scale, scope and potential impact that India will have on 21st century business makes us believe that this is a legitimate aspiration.

With the advancements in health sciences and the rise of lifestyle-related diseases among the population, Healthcare Management has distinguished itself as one of the most critical and fastest growing sectors in the current age. Knowledge of the right tools can propel your career in Healthcare Management. With the objective of developing individuals with the necessary leadership and communication competencies to lead the 21st-century healthcare ecosystem, IIM Kozhikode has designed the Healthcare Management and Analytics programme. This programme will empower Healthcare professionals and those with an interest in healthcare management to take the next step in their careers through topics such as Hospital Management, Quality Measurement & Benchmarking, Optimization Techniques and Lean Management.

Wishing you all the very best!



Prof. Debashis Chatterjee,
Director IIM Kozhikode



Why is Healthcare Management an Industry-demand?



Growing incidence of lifestyle diseases



Rising demand for affordable healthcare delivery systems



Technological advancements



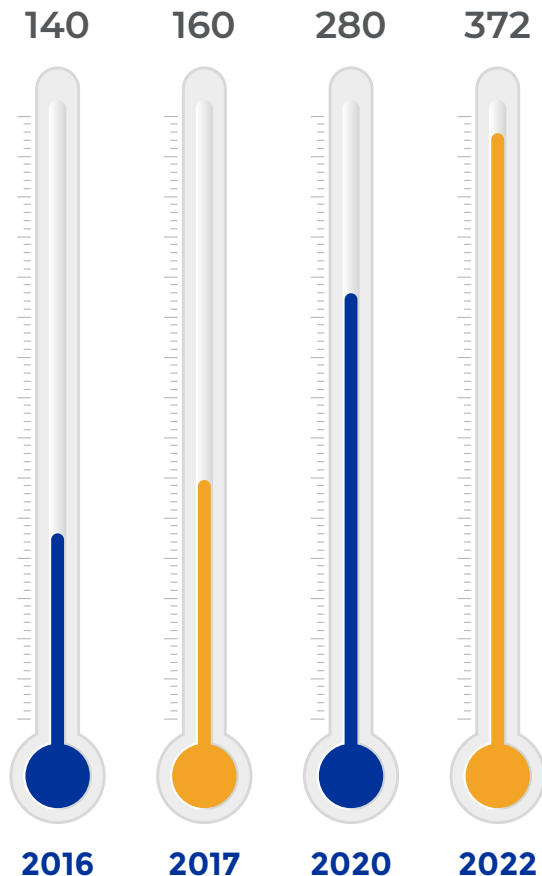
Emergence of telemedicine



Rapid health insurance penetration



Tax benefits and incentives



Indian Healthcare Sector Growth Trend (USD billion)*

* Source: IBEF Report: Healthcare Industry in India, 2020

Overview

In a fast-paced routine impacted by the COVID-19 pandemic, the need for a healthy lifestyle is undeniable, and the healthcare industry is witnessing an increased interest and investment. The Indian healthcare industry will reach USD 372 billion by 2022 (IBEF, 2021). With more opportunities opening every day in this booming sector, gaining the right credentials will be the difference between a job and a rewarding career.

That's why the Indian Institute of Management Kozhikode has designed the **Healthcare Management and Analytics** programme. This career-defining programme will enable you to learn new-age tools and build in-demand business and analytical skills towards improved healthcare solutions to thrive in today's rapidly evolving healthcare industry.

58,000

job opportunities are expected to be generated in the healthcare sector by the year 2025

3 Million

beds are needed for India to achieve the target of 3 beds/ 1,000 people by 2025

\$200 B

is forecasted to be spent on medical infrastructure by 2024

Source: IBEF Report: Healthcare Industry in India, 2021

Starts On

December 30, 2022*

Duration

10 Months

Programme Fee

INR 2,00,000 + GST



*Begins with an introduction to the platform

Who is this Programme for?



Healthcare professionals looking to transition into managerial roles and keen to gain knowledge in data analytics, strategy and management techniques for effective decision-making.

Professionals interested in staying updated with the latest healthcare management practices to expand their business growth and lead operational excellence in healthcare.



Programme Highlights



Live Online Video Lectures



Assignments



Real-world Case Studies and Capstone Project



Sessions by IIM Kozhikode Faculty and Industry Experts



Peer-to-peer Learning



Executive Alumni Status

Programme Directors



Prof. Deepa Sethi

*Dean (Programmes and International Relations),
Humanities & Liberal Arts in Management*

Prof. Deepa Sethi has a PhD and MA in English Language & Literature. She is a recipient of Prof. Indira Parikh 50 Women in Education Leaders Title 2019. She has published articles in leading national and international peer-reviewed journals. Her research interests are People Skills, Managerial Communication, Soft Skills, Nonverbal Communication, Written Communication, Cross Cultural Communication, and Corporate Communication.



Prof. Shovan Chowdhury

*Professor,
Quantitative Methods and Operations Management*

Prof. Shovan Chowdhury is an active researcher in the area of applied statistics, predictive analytics, and business forecasting. A recipient of Emerald Literati Awards 2019, he has published articles in leading international peer-reviewed journals and is the co-author of the books, "Applied Statistics in Business and Economics" and "Forecasting and Predictive Analytics".

Note: Programme Directors might change due to unavoidable circumstances, and revised details will be provided closer to the programme start date.

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This programme will provide a holistic exposure to how the management of health services is conducted using data-driven decision-making. Participants will build a strong foundation in general management of healthcare including operations, finance, HR, marketing, IT, data analytics, leadership, strategic planning as well as implementation to meet the managerial challenges of the dynamic healthcare sector.

- Programme Directors' Message

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Participant Testimonials



“

It was an interesting and informative course that provided comprehensive insight into the field of Healthcare Management and Analytics. I am looking forward to developing my achievement by pursuing further studies in the area at an international level. Many thanks to the Faculty of IIM Kozhikode, course coordinators and to Eruditus for giving me this opportunity.

Gauri Saxena

*Assistant Professor
Government Service*

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“

The programme helps in understanding key hospital managerial and administrative issues. And the use of analytics in understanding the problems and identifying the solutions.

Lokesh Tiwari

*Additional Professor of Pediatrics
All India Institute of Medical Sciences Patna*

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Programme Modules



MODULE 1: HEALTH AND HEALTHCARE

- Public Health and Healthcare Policy in India
- Hospital Management
- International Healthcare Systems

MODULE 2: GENERAL MANAGEMENT IN HEALTHCARE

- Introduction to Healthcare Management and Analytics
- Healthcare Economics
- Communications in Healthcare
- Human Resource Management in Healthcare
- Marketing and Healthcare
- Entrepreneurship in Healthcare Sector
- Health Management Information Systems
- Ethical and Legal Issues of Healthcare
- Healthcare Finance/ Financial Management of Healthcare Organisations

MODULE 3: OPERATIONS MANAGEMENT IN HEALTHCARE

- Process Improvement
- Capacity Constraint Planning
- Lean Management
- Project Management
- Quality Measurement and Benchmarking
- Quality Management and Improvement
- Supply Chain Management

MODULE 4: HEALTHCARE ANALYTICS

- Data types
- Data Visualisation
- Exploratory data analysis
- Correlation Analysis
- Use of Excel and R
- Predictive Analytics
- Regression Modelling
- Time Series Modelling
- Optimisation Techniques
- Six Sigma

Programme Modules

MODULE 5: COMPETITIVE STRATEGY AND LEADERSHIP IN HEALTHCARE

- Competitive Positioning of Hospitals Globally
- Strategically Positioning a Corporate Hospital
- Strategy Implementation Challenges
- Leadership and Management of Change
- Blue Ocean Healthcare strategy - The BoP Challenge

MODULE 6: CAPSTONE GROUP PROJECT PRESENTATION

Note:

- Modules/topics are indicative only, and the suggested time and sequence may be dropped/ modified/ adapted to fit the overall program needs.
- Schedule will be announced closer to programme start.
- Recordings from live sessions will be available to the participants for the duration of the programme.

Capstone Project

The hands-on capstone project is a fundamental part of the learning journey and will be carried out in groups. Each group will identify a business case from the healthcare industry and analyse it qualitatively and/ or quantitatively. Towards the completion of the project, participants would learn how to identify a business challenge, analyse it and work out feasible solutions in a real-world context of the healthcare industry.

“

Today's consumers face three key challenges in their healthcare journey: access, quality, and affordability.

- Dr Alexander Kuruvilla, Chief Strategy Officer, Practo

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Real-world Case Studies

Health City Cayman Islands by *Tarun Khanna and Budhaditya Gupta*

The case focuses on NH, a low cost cardiac care hospital from India with clinical care outcomes comparable to leading hospitals in the US going global to demonstrate its model for adoption globally.

LifeSpring Hospitals: Delivering Affordable, High-quality Maternal Health Care in India by *S. Ramakrishna Velamuri, Wei Zhang, Priya Anant & Monidipa Mukherjee*

The case highlights how an innovative business model, depending on processes and protocols, can provide high-quality but affordable maternity healthcare for women from financially weaker sections in urban India. It explores the pressures of urbanisation and migration on healthcare infrastructure and the need for rapid scale-up.

Vanderbilt University Medical Center: Elective Surgery Schedule by *Lauren E. Cipriano, Vikram Tiwari, Warren S. Sandberg & Gregory S. Zaric*

Variation in daily surgical case volume was a significant problem for the large multi-speciality medical centres. Knowing the expected surgical volume a few weeks in advance would allow the healthcare administrators to adjust staffing to better match the demand, and plan for contingencies. This case helps participants understand how a predictive model to improve surgical case volume prediction is actionable in a managerially useful time frame.

Package Pricing at Mission Hospital by *Sriram TK, Shailaja Grover, Satyabala Hariharan, Dinesh Kumar Unnikrishnan*

The case considers adoption of a package pricing (flat fee) strategy and subsequent challenges of identifying the key factors driving the total cost of treatment.

Note: Listed above are a few indicative case studies and the programme will include additional case studies specially curated by the faculty.

Learning Outcomes



Understand concepts and techniques related to critical functional areas of the healthcare ecosystem



Formulate and implement an effective growth strategy in healthcare delivery systems and management



Integrate and use analytical tools such as data modelling and predictive analytics for effective healthcare management



Develop the necessary leadership and communication competencies to lead the 21st-century healthcare ecosystem



Gain insights into emerging trends, challenges, and opportunities in the global healthcare industry

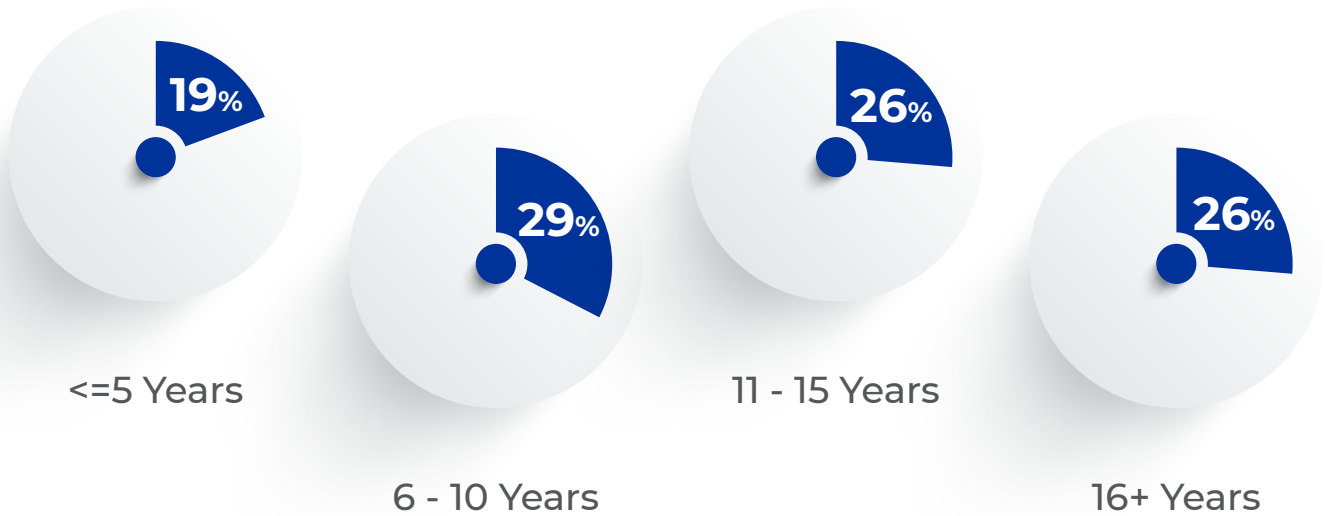


Build your entrepreneurial/ intrapreneurial skills based on an advanced understanding of relevant issues in healthcare management

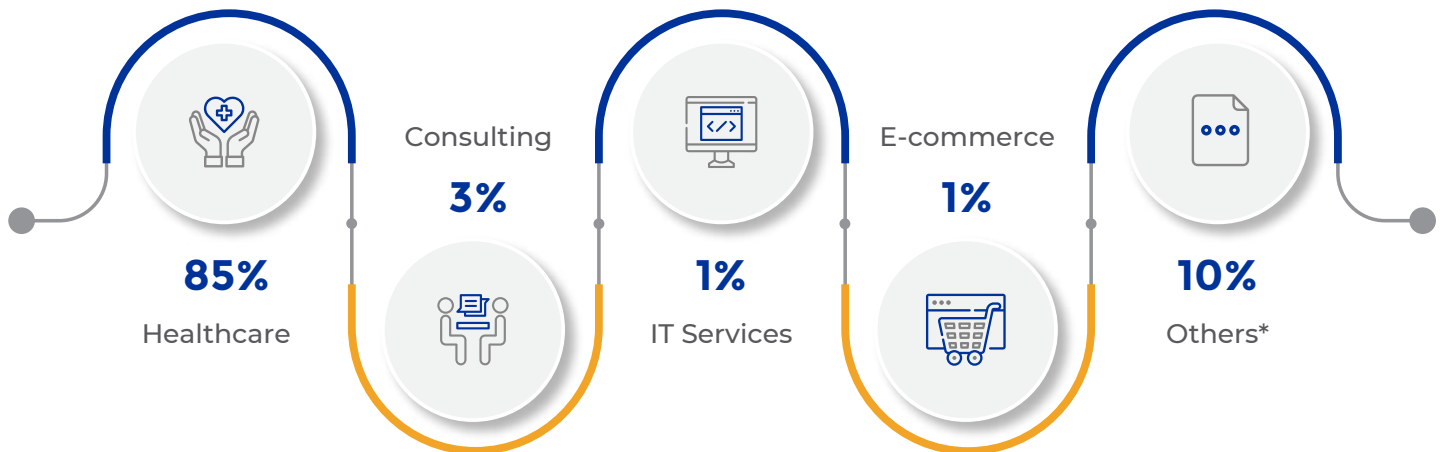


Past Participant Profiles

Work Experience



Industries



*Others include Finance, Government Affairs, Marketing & Sales, Research & Development, and Technology Management, amongst others.

Job Functions

- Pediatrics
- Health Physician
- Surgical
- Dental
- Endocrinology
- Cardiology
- Biochemistry
- Anaesthesiology
- Ophthalmology
- Nephrology
- Neurology
- Nuclear Medicine
- Oncology
- Pathology
- Physiotherapy
- Pulmonology
- Radiologist
- Research and Development
- Marketing & Sales
- Government Affairs

Programme Certificate

Participants will be awarded a completion certificate from IIM Kozhikode on successfully completing all evaluation components and maintaining a minimum attendance of 75%. Participants who are unable to clear all evaluation components, but have a minimum attendance of 75% shall be awarded a participation certificate.



Note: All certificate images are for illustrative purposes only and may be subject to change at the discretion of IIM Kozhikode.

IIM Kozhikode Executive Alumni Status

On successful completion of the programme, participants will be eligible for the prestigious IIM Kozhikode Executive Alumni Status. These participants will subsequently receive the alumni registration details from IIM Kozhikode.

Note: The Executive Alumni benefits are subject to the discretion of IIM Kozhikode.

Eligibility

- Graduates (10+2+3) or Diploma Holders (only 10+2+3) from a recognised university in any discipline
- The minimum work experience for degree/ diploma holders/ MBA/MD doctors should be 3 years as on December 28, 2022
- SOP is mandatory for applicants

Evaluation

The evaluation methodology is at the discretion of the faculty and includes online exams, case analysis, class contribution, assignments and any other components. Participants will have to secure the minimum pass marks in the respective evaluation components

Programme Details

Programme Fee INR 2,00,000 + GST

Instalment Schedule

	Remarks	Fee
Booking Amount	Within 7 days post selection	INR 20,000 + GST
Instalment I	Jan 05, 2023	INR 30,000 + GST
Instalment II	May 05, 2023	INR 90,000 + GST
Instalment III	Sept 05, 2023	INR 60,000 + GST

Note:

- Admissions are on a first-come, first-serve basis. There might not be subsequent rounds if seats are filled in the initial rounds.
- The actual programme schedule will be announced closer to the programme start.
- GST (currently @ 18%) will be charged extra on these components.
- Postage charges for books and study materials sent to locations outside of India will be paid for by the student.

Round-wise Application Dates

	Application Fee	Dates
Round 1	INR 1,500 + GST	Oct 26, 2022
Round 2	INR 2,000 + GST	Nov 24, 2022

Programme Schedule

Academic Orientation

January 14, 2023

Live Online Sessions

3 Hours/ week Saturday,
6:45 PM to 9:45 PM

Programme Application Link

[Click here](#) to apply to the programme.

Finance options available. [Click here](#) to learn more.

For more information, please email at iimk@eruditus.com

Note:

- In case a programme session corresponds with a public holiday, the session would be held on the following day.
- Some sessions with faculty and/or industry experts could be rescheduled at a different time, depending on exceptional circumstances.

Application Requirements

Applying to the programme? We suggest you keep the following 3 documents ready.

1. Your Photo ID Proof:

- You can submit a scanned copy of **ANY ONE** of: PAN Card or the first two pages of your Passport

2. Your Graduation/ Degree:

- You can submit a scanned copy of **ANY ONE** of: Degree certificate, provisional Degree certificate, marks transcript or score transcript

3. Your Work Experience Certificate:

- You can submit scanned copy(ies) of document(s) which demonstrate that you have the minimum work experience required by the programme
- You can confirm the minimum work experience requirement of a programme under the heading '**Eligibility**' in the brochure or the programme website
- Examples of documents you can submit are joining letter, relieving letter, Bonafide work experience letter from your HR, salary slips etc.
 - These documents must be issued by your company
 - Please ensure that the document(s) you submit contain a **date of joining** and a **date of leaving** or a **statement** about the **number of years** you have worked at the company



System Requirements



This programme includes live online classes. To attend a live online class you will need to have a PC/ Laptop/ Mac with

- Speakers and microphone: built-in or a USB plug-in or wireless Bluetooth
- Webcam: built-in or USB plug-in
- Processor: with Dual Core 2Ghz or higher (i3/ i5/ i7 or AMD equivalent)
- RAM: 4 GB or higher
- OS: Either MacOS 10.7 or higher OR Windows 8 or higher
- An internet connection: Minimum bandwidth of 3.0 Mbps (up/ down)
- Browser: IE 11+, Edge 12+, Firefox 27+, Chrome 30+
- Zoom software client installed on your PC/ Laptop/ Mac

We use the Zoom software application to conduct live online classes. Zoom works on a variety of PCs/ Laptops/ Mac systems and also on phones and tablets.

You can join your live online class from a phone or tablet if it supports the Zoom client.

We recommend that you attend classes from a PC/ Laptop/ Mac.



About IIM Kozhikode



IIM Kozhikode is ranked 5th as per the latest NIRF India Rankings 2022: Management. The Institute also made its global debut for its flagship MBA (101+ globally, 7+ in Asia) and EMBA programme (101+ globally, 15+ in Asia) in the 2020/21 QS World University Rankings. It is also ranked No.2 in the CFIs (non-Technical) category in the Atal Innovation Rankings (ARIIA 2021) released recently by the Ministry of Education, Govt. of India. IIM Kozhikode is globally accredited by EQUIS (EFMD) and AMBA (UK). Since its inception, IIM Kozhikode has successfully carved its niche in management education through a judicious blend of academics and real-world practice. The Institute continually adapts to the rapid influx of changes in the Indian business landscape by providing cutting-edge Management Development Programmes with innovative pedagogy and content to impart industry-relevant knowledge and skills to its executive education participants. Last year, IIM Kozhikode trained more than 3,400 executives through a wide gamut of programmes uniquely crafted for agile minds interested in thought-provoking questions and learning centred on business transformation and growth.

About Emeritus

IIM Kozhikode is collaborating with online education provider Emeritus to offer a portfolio of high-impact online programmes. Working with Emeritus gives IIM Kozhikode the advantage of broadening its access beyond their on-campus offerings in a collaborative and engaging format that stays true to the quality of IIM Kozhikode. Emeritus' approach to learning is built on a cohort-based design to maximise peer-to-peer sharing and includes video lectures with world-class faculty and hands-on project-based learning. More than 250,000 students from over 160 countries have benefitted professionally from Emeritus' courses.



Apply for the programme here

APPLY NOW

[For registration and any other information please get in touch with at iimk.execed@emeritus.org](mailto:iimk.execed@emeritus.org)

 [WhatsApp an advisor on +91 74120 81081*](https://wa.me/917412081081)

**Note: This number does not accept any calls. Please message your queries.*

In collaboration with



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