



भारतीय प्रबंध संस्थान कोषिकोड

Indian Institute of Management Kozhikode

Globalizing Indian Thought

PROFESSIONAL CERTIFICATE PROGRAMME IN HEALTHCARE MANAGEMENT AND ANALYTICS

10 Months | Live Online | Executive Alumni Status

BATCH 5



IIM Kozhikode Advantage

From the Director's Desk...

Businesses today have seen a complete transition than they used to run a decade ago. 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 27-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!

Debashis Chatterjee

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



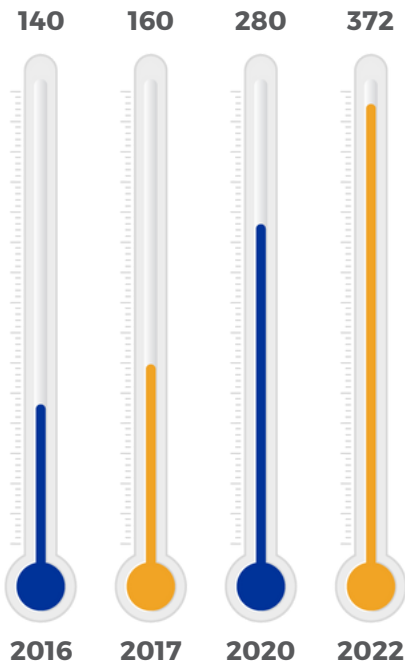
Rapid health
insurance
penetration



Emergence of
telemedicine



Tax benefits
and incentives



**Indian Healthcare Sector Growth
Trend (USD billion)***

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

Overview

In the healthcare industry, effective management and analytics play a critical role in improving patient care, operational efficiency, and overall organizational performance. Efficient healthcare management is crucial for optimizing resources, reducing costs, and streamlining operations. Analytics provides managers with the tools to analyze and optimize patient flow, staff scheduling, and resource allocation. By leveraging data analytics, healthcare managers can identify bottlenecks, predict demand, and make data-driven decisions regarding staffing, inventory management, and facility utilization.

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

Sept 30, 2023

Duration

10 Months

Programme Fee

INR 2,00,000 + GST



*Begins with an introduction to the platform

Programme Highlights



**The primary mode of learning for this programme is via live online sessions with faculty members. Post session video recordings will be made available, at the discretion of faculty member.*

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 Directors



Prof. Deepa Sethi

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

Prof. Deepa Sethi is a Professor and Dean, Programmes & International Relations at the Indian Institute of Management Kozhikode. She has extensive experience in teaching, research, training, and consulting activities in the areas of Managerial Communication, Soft Skills, and Behavioral Aspects in Organisations. She is an expert in the field of Managerial Communication and has been trained at the Harvard Business School. Her teaching areas include Managerial Communication, Cross-cultural Communication, and Written Analysis & Communication (WAC). Her research interests are Verbal & Nonverbal Communication, Cross-cultural Communication, Soft Skills for Interpersonal Effectiveness, Health Communication, and Presentation Skills. She has also been awarded Prof. Indira Parikh 50 Women in Education Leaders Title in 2019. She has published in high impact refereed A* and A listed international journals.



Prof. Shovan Chowdhury

*Professor,
Quantitative Methods and Operations Management*

Professor Shovan Chowdhury has over twenty years of experience in teaching, research, training and consulting in the areas of Applied Statistics and Data Analytics. He received his PhD in Statistics from the University of Calcutta. Prof Chowdhury, recipient of Emerald Literati Awards 2019 and trained in Harvard Business School has published several research articles in leading international peer-reviewed journals. He is the co-author of the books titled 'Applied Statistics in Business and Economics' and 'Forecasting and Predictive Analytics' by a leading international publisher. He has conducted executive education and management development programs in business analytics, marketing analytics and healthcare analytics for more than 5000 management executives at different levels.

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

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*

”

“

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

Programme Modules

MODULE 5: COMPETITIVE STRATEGY AND LEADERSHIP IN HEALTHCARE

- Competitive Positioning of Hospitals
- 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

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

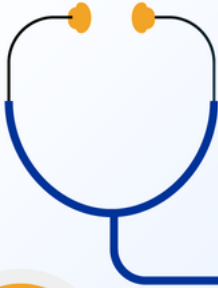
Variation in daily surgical case volume was a significant problem for the large multi-speciality medical centres. Knowing the expected surgical volume a few weeks in advance would allow the healthcare administrators to adjust staffing to better match the demand, and plan for contingencies. This case 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



<=5 Years



6 - 10 Years

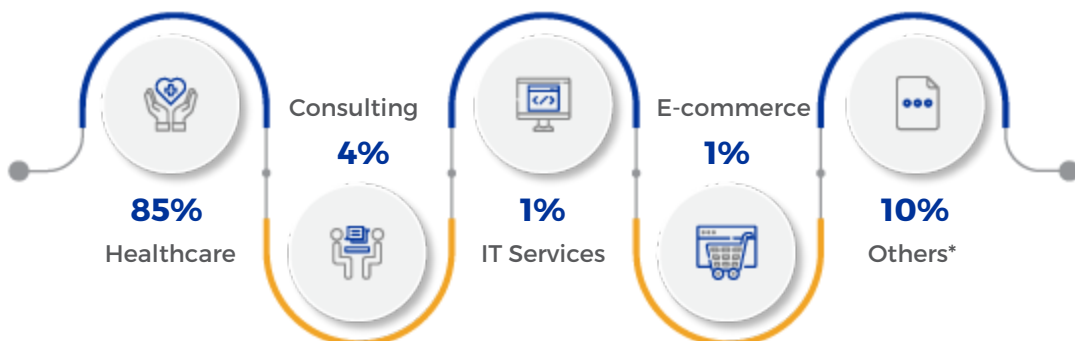


11 - 15 Years



16+ Years

Work Experience



**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.

-We encourage you to attend all the live sessions and make the best out of these interactive learning experiences. Post-session video recordings will be made available, at the discretion of faculty member.

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 Sept 30, 2023
- 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	Amount
Booking Amount	Within 7 days post selection	INR 20,000 + GST
Instalment I	Oct 03, 2023	INR 50,000 + GST
Instalment II	Nov 22, 2023	INR 70,000 + GST
Instalment III	Jan 10, 2024	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	Particulars
Round 1	INR 1,500 + GST	Aug 03, 2023
Round 2	INR 2,000 + GST	Aug 28, 2023

Programme Schedule

Academic Orientation

October 14, 2023

Attendance

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.execed@emeritus.org

Note:

- In case a programme session corresponds with a public holiday, the session would be held on the following weekend.
- Some sessions with faculty and/or industry experts could be rescheduled at a different time, depending on exceptional circumstances.
- The primary mode of learning for this programme is via live online sessions with faculty members. Post session video recordings will be made available, at the discretion of faculty member.

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

Started in 1997 with its Post Graduate Programme (PGP), the Indian Institute of Management Kozhikode (IIMK) is on a high growth trajectory today, offering widest range of academic programs in the field of management education. These include Fellow Programme in Management, Executive PG Programmes, Management Development Programmes and Faculty Development Programs. IIMK set up a Satellite campus at Infopark, Kochi, in 2013 dedicated to Executive Education. IIMK has also the unique distinction of launching a PhD (Practice Track) programme for working professionals besides bringing in new dynamic courses like the one-year Post Graduate programme in Business Leadership (2019) MBA in Finance and MBA in Liberal Studies & Management (2020). The institute is also home to IIMK LIVE a first-of-its-kind startup incubation programme and the Indian Business Museum.

IIMK is ranked 3rd as per NIRF India Rankings 2023: Management. The institute also features regularly among top global institutes for its flagship MBA (PGP) and EMBA programme (EPGP) in QS World University Rankings. The Institute has leapfrogged 100 spots to be placed in the Top 251-300 Institutes in Business & Management Studies globally, as per the QS World University Rankings by Subject 2023. It is also Ranked No.2 in CFIs (non-Technical) category in the Atal Innovation Rankings (ARIIA 2021) rankings released recently by Ministry of Education, Govt. of India, and has the distinction of being the only IIM in the coveted innovation rankings. IIM Kozhikode is globally accredited by EQUIS (EFMD) and AMBA (UK).

IIM Kozhikode also made its debut in the prestigious Financial Times Rankings (FT Rankings 2023) at 72nd position among the top-75 Open-enrolment executive program providers globally, catapulting the 27-years young IIM to an exclusive list of foremost providers of executive education in the world. IIM Kozhikode has successfully delivered close to 1300 MDP programmes for the past two decades, training more than 41000 participants from 150+ organisations - which also includes several Fortune 500 companies in the process.



#2

Atal Innovation
Rankings (ARIIA) 2021

#3

NIRF India Ranking
2023, Management

#3

India's Best B-School The Week
- Hansa Research Survey 2022

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.

 **WhatsApp an advisor on +91 7208889990***

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

In collaboration with



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