

## **Post Graduate Diploma in Healthcare Management & Administration - Weekend**

### **Background**

Opportunities (both job and entrepreneurship) for the medical, nursing, pharmacy, science and students from other streams are increasing in the rapidly growing healthcare industry in India. This industry offers attractive career opportunities both in terms of salary and long term professional growth. Cliniminds offers PG Diploma in Healthcare Management and Administration which would enable you to work successfully in the healthcare industry or even set up your own healthcare business.

### **Indian Healthcare Industry**

The healthcare industry in India, which comprises hospital and allied healthcare sectors, is projected to grow 23 per cent per annum to touch US\$ 77 billion by 2012 from the current estimated size of US\$ 35 billion, according to a leading bank and an industry body report published in November 2009. According to the study, the growth in the sector would be driven by healthcare facilities both in private and public sectors, diagnostic (imaging and pathology) and the health insurance sector.

An increasing number of public and private healthcare facilities are expected to boost demand for the industry, accounting for another US\$ 6.7 billion in this period.

As per a study by an industry body and Ernst & Young, India would require another 1.75 million beds by the end of 2025. The public sector however is likely to contribute only around 15-20 per cent of the required US\$ 86 billion investment. The corporate India is therefore, leveraging on this business potential and various health care brands have started aggressive expansion in the country.

### **Health Insurance**

Health Insurance is going to be a key growth driver for the Healthcare industry. According to the Yes bank and an industry body report published in November 2009, the medical insurance sector would account for US\$ 3 billion by 2012. Government of India's Rashtriya Swasthya Bima Yojana would significantly help in growth of the health insurance sector.

### **Corporate Investments**

Major healthcare and corporate groups are investing significant resources to set up new hospitals and healthcare facilities. Some of the major investors are Apollo, Fortis, Hindujas, Sahara, Emami, Apollo Tyres, Panacea, Paras, Max Healthcare, Columbia Asia, Reliance, Naryayana Hrudayalaya, Nova, Quest, Kailash Hospitals.

### **Medical Tourism**

Medical tourism is going to be a key driver to the growth of the healthcare sector, and add healthy profits to the bottom line. Higher costs of treatment in the developed markets are forcing patients to look for destinations which offer high quality medical treatment yet at lower costs. As per the market research report, India's share in

the global medical tourism industry will climb to around 2.4 per cent by the end of 2012. Moreover, medical tourism is expected to generate revenue of US\$ 2.4 billion by 2012, growing at a CAGR of over 27 per cent during 2009–2012. The number of medical tourists is anticipated to grow at a CAGR of over 19 per cent in the forecast period to reach 1.1 million by 2012.

### **Government Initiative**

The Government launched the National Rural Health Mission (NRHM) in 2005. It aims to provide quality healthcare for all and increase the expenditure on healthcare from 0.9 per cent of GDP to 2-3 per cent of GDP by 2012.

**Delivery Mode** : Classroom (Part Time)

**Duration** : 1 Year

**Eligibility** : MBBS, BDS, BHMS, BAMS, BPT, pharmacy, nursing, life sciences and biotech Graduates and post graduates and graduates & post graduates from other streams.

**Methodology** : Classroom lectures, videoconferencing, online, and training at Hospitals

**Internships** : Internships and hands on practical training at Hospitals and Healthcare Consulting firms.

**Placement** : 100% Placement support would be provided. Cliniminds has excellent placement record for the last several years.

**Evaluation** : Classroom Exams, MCQs & Project Work

**Certificate** : Certificate would be awarded upon successful completion of the program. Program is Certified & Accredited by the Pharmaceutical Society of India.

**Program Details** :

#### **Healthcare Management**

- ❖ Principles of Management
- ❖ Organizational Behaviour & Communication
- ❖ Human Resource Management
- ❖ Operational Research - Biostatistics & Research Methodology
- ❖ Healthcare Marketing & Patient Relation Management
- ❖ Economics & Business Development
- ❖ Legal Aspects of Healthcare in India and US
- ❖ Hospital Management Information System
- ❖ Management Accounting & Finance
- ❖ Healthcare Insurance & Medical Ethics
- ❖ Introduction to Hospital Management

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### **Hospital Management & Administration - Specialisation**

- ❖ Medical Terminology & Hospital Management
- ❖ Healthcare Delivery System Management
- ❖ Materials & Inventory Management in Healthcare
- ❖ Hospital Planning & Nursing Administration
- ❖ Planning & Designing of Clinical Services
- ❖ Planning & Designing of Supportive & Utility Services
- ❖ Planning & Management of Diagnostic Services & Hospital
- ❖ Hospital Waste Management
- ❖ Hospital Safety Management & Quality Accreditation System

### **Healthcare Quality Management - Specialisation**

- ❖ Introduction to Quality Management
- ❖ Roles & Responsibilities
- ❖ Integrating Quality, Risk and Utilization Management
- ❖ Total Quality Management and CQI Tools
- ❖ JCI & NABH Accreditation Process

### **Medical Tourism - Specialisation**

- ❖ The Tourism Business & Travel Terminology
- ❖ Travel Agency Management
- ❖ Tour Operations Management
- ❖ Medical Tourism
- ❖ Hospitality Industry & Medical Tourism
- ❖ Marketing in Medical Tourism
- ❖ Customer Service & Quality Management
- ❖ Modern & Alternative Systems of Medicine

### **Medical Insurance – Specialisation**

- ❖ Introduction to Insurance
- ❖ Health Insurance
- ❖ Economic and Financial management of Health Insurance
- ❖ Claims management
- ❖ Third Party Administration
- ❖ IRDA and Reinsurance
- ❖ Health Insurance Marketing and client services
- ❖ Information technology in Health Insurance
- ❖ Laws and Regulations

### **Course Objectives:**

- ❖ Program would provide students complete overview of the healthcare industry, healthcare management and hospital management and administration.
- ❖ Upon completion of the program students would be familiar with various management processes and techniques used in the management of healthcare businesses.
- ❖ Clear understanding of human resources, operations, marketing and financial management issues specifically in the context of the healthcare management and hospital administration would enable students to work in the industry successfully.
- ❖ To provide training to healthcare professionals in Total Quality Management of hospitals and patient care.
- ❖ Capacity building of Quality Management and Accreditation of Healthcare Organization trained professionals.
- ❖ To impart knowledge in legal, medical insurance, ethics and related management concepts.