



## FAST TRACK

**CLINIMINDS - BEST CLINICAL RESEARCH  
& HEALTH SCIENCES BUSINESS  
MANAGEMENT INSTITUTE IN INDIA- 2011, 2012 & 2013**

### **ADVANCED POST GRADUATE DIPLOMA IN HEALTHCARE BUSINESS MANAGEMENT & ADMINISTRATION**

**Be a part of US\$85 billion recession proof healthcare sector growing at 22% per annum**

**Come for Higher Education to The Capital of India-DELHI with CLINIMINDS Residential Fast-Track Program in Healthcare Business Management and Administration with Paid Internship, 100% Placement Track Record.**

**Duration: 8 weeks + Internship**

If you would like to work in the Healthcare Industry without spending another 1 or 2 years – Cliniminds has solution for your career in healthcare industry and at the one third of the market fee.

Cliniminds has a unique reputation in providing programs on Fast track mode, so that you complete the program in the shortest duration and get the placement, and without compromising on the quality of education. There are hundreds of institutes in the country who offer these programs, but we understand you needs.

Join Fast track Advanced Post Graduate Diploma in Healthcare Management & Administration – 8 Weeks Classroom and 16 Weeks Internship at Hospitals & Healthcare Groups and get 100% assured placement support. 100% Placement Record of Previous Batches.

**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:** India hospital industry is currently about US\$85 billion, growing at over 22% per annum. By 2017, industry size will reach over US\$150 billion and by 2020, Indian hospital market would be worth US\$380 billion. There are approximately 16,000 hospitals in the country. By 2025 India would require over 1.75 million new beds. This translates to over 6,800 new hospitals. In addition there are government Primary Health Centers and Community Health Centers. 75% of all the hospitals and 40% of hospital beds in India are in the private sector There are 10,000 dental clinics in India. There are 50,000 pathology diagnostic labs in India. There are over 2,000 veterinary clinics in India, this includes both government and private. 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 ingrowth 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, ApolloTyres, Panacea, Paras, Max Healthcare, Columbia Asia, Reliance, NaryayanaHrudayalaya, 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 Initiatives:** 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.

**Where would I work?** – Hospitals, Healthcare Groups, Consulting Firms, Pharmaceutical Companies, IT Companies, KPOs, multilateral funding agencies, health insurance companies and NGOs.

**Program Details:** The program would cover the topics from the following groups and you can chose one specialisation from Hospital Administration, Quality Management, Medical Tourism or Healthcare Insurance.

### Healthcare Management:

- ☞ Organizational Behavior & 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

### Hospital Management & Administration:

- ☞ 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

### Medical Tourism:

- ☞ 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

### Healthcare Quality Management:

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

#### Mode :

Classroom (Full Time)

#### Duration :

8 Weeks of classroom + internship

#### Eligibility:

MD, MS, MBBS, BDS, BHMS, BAMS, BUMS, BPT, B.Pharms, Graduate/Post Graduate Degree in Life Sciences, Mathematics, Pharmacology, Pharmacy, Medical laboratory, Nursing, Biochemistry, Microbiology, Biotechnology, BBA, B.Com, BA and all professionals working with Pharmaceutical companies, CROs and Hospitals.

#### Methodology :

Classroom lectures, videoconferencing, online, and training at Hospitals.

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

#### Job Assistance :

Placement support would be provided to the successful candidates. CVs of successful candidates would be forwarded to CROs Hospitals and Pharmaceutical companies and, Interviews would be organized.

#### Certificate :

Certificate would be awarded upon successful completion of the program. Program is Certified & Accredited by the Mediminds.

#### Fee Payment :

Fee Payable by Cash, Cheque/Bank draft in the name of "TENET HEALTH EDUTECH PVT LTD." payable at Delhi. Fee can also be deposited in company bank account. We also accept Credit/Debit Cards.

#### Loan Facility :

Tie up with Credila for facilitating education loans.

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**Disclaimer** - This course brochure is for the purpose of creating an awareness about the program and career options. The exact information on course structure would be given to you at the time of orientation, and may vary from this brochure.