

## Post Graduate Diploma in Healthcare Business Management & Administration

### 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.

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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.

### **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.

**Program Details** : The program would cover

#### **Healthcare 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

#### **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

#### **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

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<b>Mode</b>	: Online/Distance Learning
<b>Duration</b>	: 6 Months
<b>Eligibility</b>	: MD, MS, MBBS, BDS, BHMS, BAMS, BUMS, BPT, B.Pharms, Graduate/Post Graduate Degree in Statistics, Life Sciences, Mathematics, Pharmacology, Pharmacy, Medical Laboratory, Nursing, Biochemistry, Microbiology, Biotechnology and all professionals working with Pharmaceutical companies, CROs and Hospitals.
<b>Methodology</b>	: Printed Training Modules, Online e-learning System
<b>Examination</b>	: Online MCQs
<b>Certificate</b>	: Certificate would be awarded upon successful completion of the program. Program is Certified & Accredited by the <b>Mediminds</b> .
<b>Job Assistance</b>	: 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.
<b>Fee payment</b>	: Fee Payable by Cash, Cheque/Bank draft in the name of “ <b>TENET HEALTH EDUTECH PVT LTD.</b> ” payable at Delhi. Fee can also be deposited in company bank account. We also accept Credit/Debit Cards.
<b>Loan Facility</b>	: HDFC Bank