

Are you ready  
**to lead?**

Executive Program  
**on Healthcare  
Management**



भारतीय प्रबंध संस्थान शिलाँग  
Indian Institute of Management  
Shillong



**CAHO**  
Committed to Safer Patient Care



# Executive Program on Healthcare Management

The Executive Program on Healthcare Management is your ticket to becoming a leader in the booming healthcare industry. In just 6 months, you'll gain top-notch training from the prestigious Indian Institute of Management Shillong and the Consortium of Accredited Healthcare Organizations (CAHO).

The program is a blend of rich content, immersive on-campus training, and real-time virtual interactions. Throughout the course, participants will have the opportunity to learn from experienced mentors who are leaders in their respective fields. Crafted by experts in healthcare and management, the curriculum focuses on practical applications, operational innovations, and maintaining top-notch quality in healthcare practices through engaged learning experiences. Our flexible course design lets you boost your skills in Healthcare Management, Operations, and Quality without disrupting your daily routine.



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# Don't miss the Golden chance

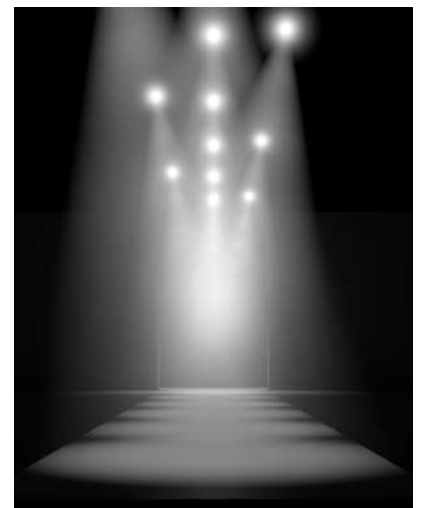
## PROGRAM OBJECTIVE

1. Strengthen the country's healthcare delivery system
2. Tackle managerial issues in healthcare
3. Improve the quality of patient care by addressing both managerial and operational aspects
4. Boost efficiency in hospital departments to reduce redundancy and unnecessary spending
5. Impact healthcare delivery systems, influencing various performance outcomes



## PROGRAM HIGHLIGHTS

1. Blend of in-person and online learning from industry specialists, interactive sessions, and hands-on practical experience
2. Focus on practical assignments, case studies, with an emphasis on emerging themes
3. Utilize the extensive resources at the CAHO Resource Centre
4. Optional course modules from ISQUA, ASQUa, and Leads Global (Canada)
5. Attend webinars by CAHO, ISQUa, ASQUa
6. Earn certification from IIM Shillong and CAHO



## IIM SHILLONG EXECUTIVE ALUMNI STATUS (OPTIONAL)

*After completing the course, participants can register for the prestigious IIM Shillong Executive Alumni Status with a one-time fee of Rs. 10,000 + GST.*

1. Lifelong Executive Alumni Status from the esteemed Indian Institute of Management Shillong.
2. Access to the IIM Shillong campus library.
3. Receive newsletters, event details, and souvenirs from the MDP office at IIM Shillong.
4. Lifelong connection to the distinguished alumni network of IIM Shillong.
5. Priority access to other facilities and amenities at IIM Shillong.



## **MODULE 1: HOSPITAL MANAGEMENT**

This in-campus module at IIM Shillong provides participants with a solid foundation in healthcare systems. Upon completion, they gain essential financial, operational, and management skills for making informed decisions, enhancing healthcare cost and quality.

## **MODULE 2: HOSPITAL OPERATIONS**

Clinicians and managers will be equipped with practical tools to address operational challenges at the workplace, identify bottlenecks, analyze current performance, and take steps toward achieving operational excellence. The module will also assist in planning hospital facilities and exploring cost reduction strategies in a healthcare setting.

## **MODULE 3: HEALTHCARE QUALITY AND PATIENT SAFETY**

This module focuses on quality of care, which means how well health services contribute to the expected health outcomes for patients and the community. Participants will gain a clear understanding of various aspects related to quality and patient care, including accreditation standards, objective elements, and the implementation of a patient safety framework.

## **MODULE 4: OPERATIONS RESEARCH, PROJECT PLANNING & MANAGEMENT**

This module explores applying OR & RM Principles in Healthcare and Project Management. It covers topics such as Business Analytics, Data Analysis, Concept Planning, Feasibility Studies, Project Life Cycle, Execution Plans, and more.

## **MODULE 5: MARKETING OF HOSPITAL SERVICES**

This module introduces Healthcare Marketing, where healthcare institutions use traditional marketing principles and strategies to promote their services. Participants will learn about the healthcare marketplace, including physicians, customers, and other stakeholders, and develop creative management capabilities.

## **MODULE 6: HUMAN RESOURCE MANAGEMENT**

This module covers Human Resource Management in healthcare, focusing on effective use of people-related activities. It addresses key HR issues and core activities, taking a practical approach that combines contemporary management with real-life implementation of HR practices.

## **MODULE 7: LEGAL & STATUTORY FRAMEWORK IN HEALTHCARE**

This module explores the legal and ethical challenges that come with introducing new healthcare services. Participants will gain insights into various aspects related to legal issues and applicable laws in the healthcare sector.

## **MODULE 8: STRATEGIC MANAGEMENT IN HEALTHCARE**

This module helps participants understand the ever-changing healthcare industry and develop the ability to make decisions that move their organization closer to its goals, even in uncertain times.

## **MODULE 9: FINANCIAL MANAGEMENT IN HEALTHCARE INSTITUTIONS**

In this module, healthcare professionals will learn the basics of financial management. It covers making financial decisions, growth strategies, and the key concepts that influence financial choices.

## **MODULE 10: OPTIONAL (1/3)**

**LEADERSHIP (Leads Global Canada):** Gain knowledge and skills for leading high-profile healthcare teams.

**RISK MANAGEMENT (ASQUa):** Learn to identify, evaluate, and respond to healthcare risks comprehensively.

**QUALITY (ISQUa):** Join passionate healthcare professionals in advancing Quality Improvement and Patient Safety initiatives for delivering safer healthcare.

# Easy, structured, Effective Modules

# PEDAGOGY

Engage in participative learning with a focus on individual and peer-to-peer interaction. The pedagogy includes technology, lectures, real-life case studies, and practical assignments in NABH-accredited hospitals from various zones in India. Attend 7 days of in-campus training at IIM Shillong, with 4 days for immersion and 3 days at the course's end.

# PARTICIPANT PROFILE

This opportunity is tailored for working professionals or self-employed individuals who have demonstrated success and are now aspiring to elevate their roles. The program is designed to empower them to take on advanced senior management responsibilities within a healthcare setting.

# PROGRAM DURATION

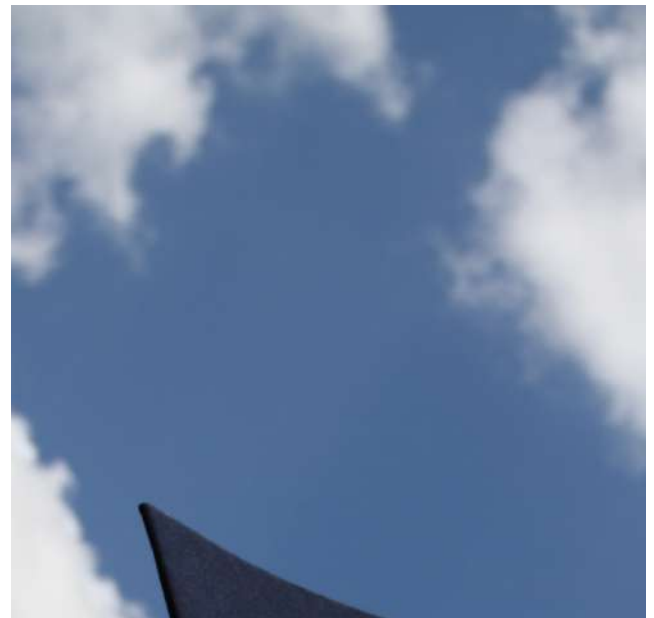
6 months

# ADMISSION & SELECTION

The participants will be selected as per the Selection Process of IIM Shillong.

# ELIGIBLE CANDIDATES

- Doctors, clinicians, and nurses are keen on understanding management in hospital settings.
- Mid-level managers overseeing hospital operations or aspiring to enter the healthcare sector.
- Healthcare consultants working with hospitals, focusing on capacity building or client services.
- Entrepreneurs and business leaders seeking a systematic understanding of hospital management.
- Candidates should be graduates currently working.



## PROGRAM FEE

The Program Fee is Rs. 1,25,000 (Rupees One Lakh Twenty Five Thousand only, GST extra) per participant. The fee is payable in a maximum of three instalments.

- 40% at the time of admission
- 40% as the second instalment
- 20% as the third instalment

## ACCOMMODATION

Participants have the option to choose single accommodation at IIHM Shillong Campus during the 4-day Immersion Program and the 3-day Practical & Valedictory Program at applicable rates. Alternatively, they can arrange their own accommodation in city hotels.

## KEY PEOPLE

**Program Chair** - Prof. Sanjeeb Kakoty

**Program Co-ordinator** - Dr. Jeet Patwari

## CONTACT

### EMAIL:

- [mdp@iimshillong.ac.in](mailto:mdp@iimshillong.ac.in)
- [program@caho.in](mailto:program@caho.in)

### PHONE:

- 9870318781
- 7010318702
- 8638385588

## HOW TO APPLY

### ONLINE:

[Register here](#)

### IMMERSION PROGRAM (COURSE COMMENCEMENT):

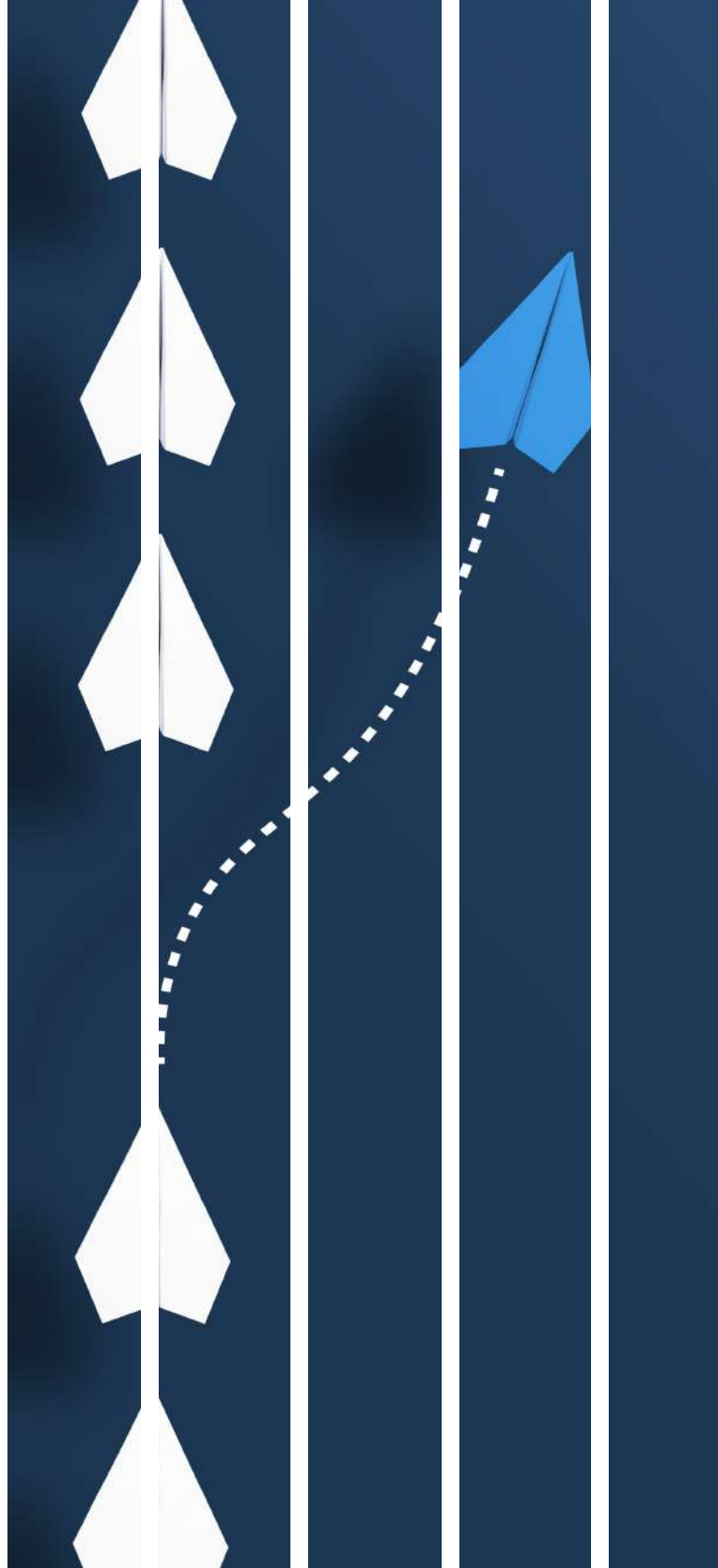
26th - 29th June 2024

### SECOND CONTACT SESSION:

3 days in December 2024

### LAST DATE FOR APPLICATION:

31st May 2024



6 months today  
**can change 12  
years forward.**



# ABOUT IIM SHILLONG

IIM Shillong, the seventh Indian Institute of Management, is a public, fully autonomous management institute located in Shillong, Meghalaya. Established in 2008, it offers postgraduate, doctoral, and executive programs in management, along with Management Development Programs (MDPs). The institute, nestled in the green landscapes of the Northeast, is dedicated to achieving excellence in management education and research. In addition to maintaining high academic standards, IIM Shillong places a strong emphasis on sustainable development and ethical business practices. The institute prioritizes instilling ethical values, compassionate behaviour, and a sense of societal responsibility in its students. Recognized nationally and internationally,



IIM Shillong was ranked 24th among management schools in India by NIRF in 2019 and 10th by Outlook India's "Top Public MBA Institutions" in 2020. It is also a member of the Association to Advance Collegiate Schools of Business (AACSB International).

# ABOUT CAHO

Quality initiatives in healthcare settings are facilitated by CAHO ([www.caho.in](http://www.caho.in)), a non-profit society. This is achieved through focused events, courses, workshops, training programs, and collaborative research, with the belief that accreditation serves as the starting point for continuous quality improvement. The message of quality in healthcare is systematically promoted at the grassroots level.

Accredited organizations form the core of our membership, while all other healthcare organizations, labs, and individuals interested in joining the quality movement are also encompassed by CAHO. The three wings of CAHO, namely CAHO Healthcare Institutions, CAHO Diagnostic Centres, and CAHO Quality Professionals, are represented by the three verticals of the Governing Committee (GC). Accreditation, viewed as the initiation of continuous quality improvement, is central to CAHO's mission. As quality becomes ingrained in healthcare practices, CAHO aims to foster a culture of excellence that resonates throughout the diverse spectrum of healthcare entities, further strengthening the impact of its initiatives.



Healthcare is changing  
for the better.  
**Are you?**



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