


Healthcare Management and Administration

“Career With The Mission”

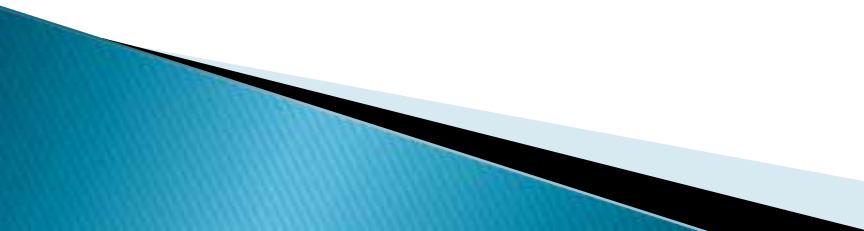


Health Care Management & Administration

Healthcare Management & Administration deals with systematic planning, designing, delegating, coordinating, supervising and managing healthcare facilities to deliver quality healthcare services.




Healthcare Services: A global perspective

- } Healthcare is one of the fastest growing and most challenging industry.
 - } Total health care expenditures across the world were \$4.5 trillion last year
 - } There are 580,000 establishments in the healthcare industry in US alone, ranging from small-town private practices to large corporate healthcare systems
 - } The medical and healthcare industry also provides enormous employment opportunities to choose from
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FACT:

There are opportunities for both medical and non medical professionals in the healthcare industry. *Today healthcare businesses are headed by both Medical and Non- Medical Administrators, trained in Hospital Management.*




India –The Next Global Healthcare Destination

High quality treatment at a 30% of the cost, in comparison to western countries, makes India an ideal healthcare destination for highly specialized medical care.

Healthcare Services: An Indian perspective

- Indian healthcare industry is witnessing a boom with 15000 hospitals and 222 accredited medical institutes
- Indian healthcare is a US\$ 35 billion industry
- Roughly around 4% – 5% of the GDP of India of which 4% is private healthcare expenditure and about 1% is the Public health spending
- A study by McKinsey reveals that health care consumption in India will grow at 10.8% annually to reach US\$ 190 billion with a demand for almost 80,000 additional hospital beds every year for the next three to four years to adequately meet growing healthcare demands

Healthcare Services: An Indian perspective

- According to Employment trends and industry estimates, **India will need 296,000 healthcare management professionals in the coming year and 700,000 professionals by the year 2012-13.**
 - Today, an estimated 1 million people serve in health management positions, from middle management to CEO positions in organizations ranging from a couple of people to major international companies employing several thousand healthcare workers.
 - Health Insurance roughly covers only little less than 10% of the population and the sector is growing at a very rapid pace.
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Healthcare Services: Why India

- Increased awareness about healthcare
- Huge patient pool due to population size
- Government has announced a 5 year tax holiday to Hospitals opening in Tier 2 and Tier 3 cities in India
- Large pool of highly qualified doctors and nurses
- Technology standards at par with the developed world
- Favorable Government regulations and approval process for setting up healthcare services
- Expansion of Indian corporate groups like Apollo Group, Max, Fortis, Wokhardt, Hinduja
- Growth in lifestyle related diseases
- Penetration of healthcare insurance

INDIAN HEALTHCARE CAPABILITY

- q Over 600,000 cardiac surgeries done per year with outcomes at par with international standards
- q Multi organ transplants like Renal, Liver, Heart, Bone Marrow Transplants, are successfully performed at one tenth the cost.
- q Patients from over 55 countries treated at Indian Hospitals.



India has the opportunity to provide the best of the Western & Eastern healthcare systems

- 3 Ayurveda recognized as an official healthcare system in Hungary.
- 3 Doctors in the west are increasingly prescribing Indian Systems of Medicine
- 3 More than 70% of the American population prefer a natural approach to health
 - è Americans are said to spend around \$ 25bn on non-traditional medical therapies and products*



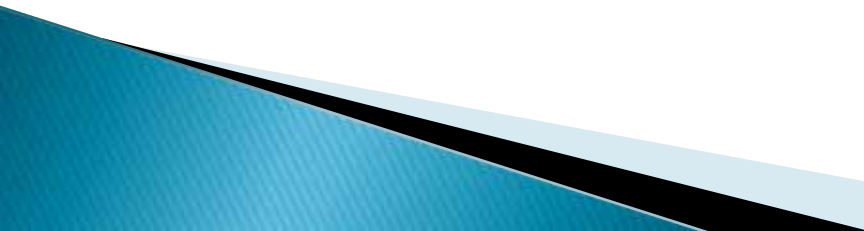
India's Gift to the World

Ayurveda

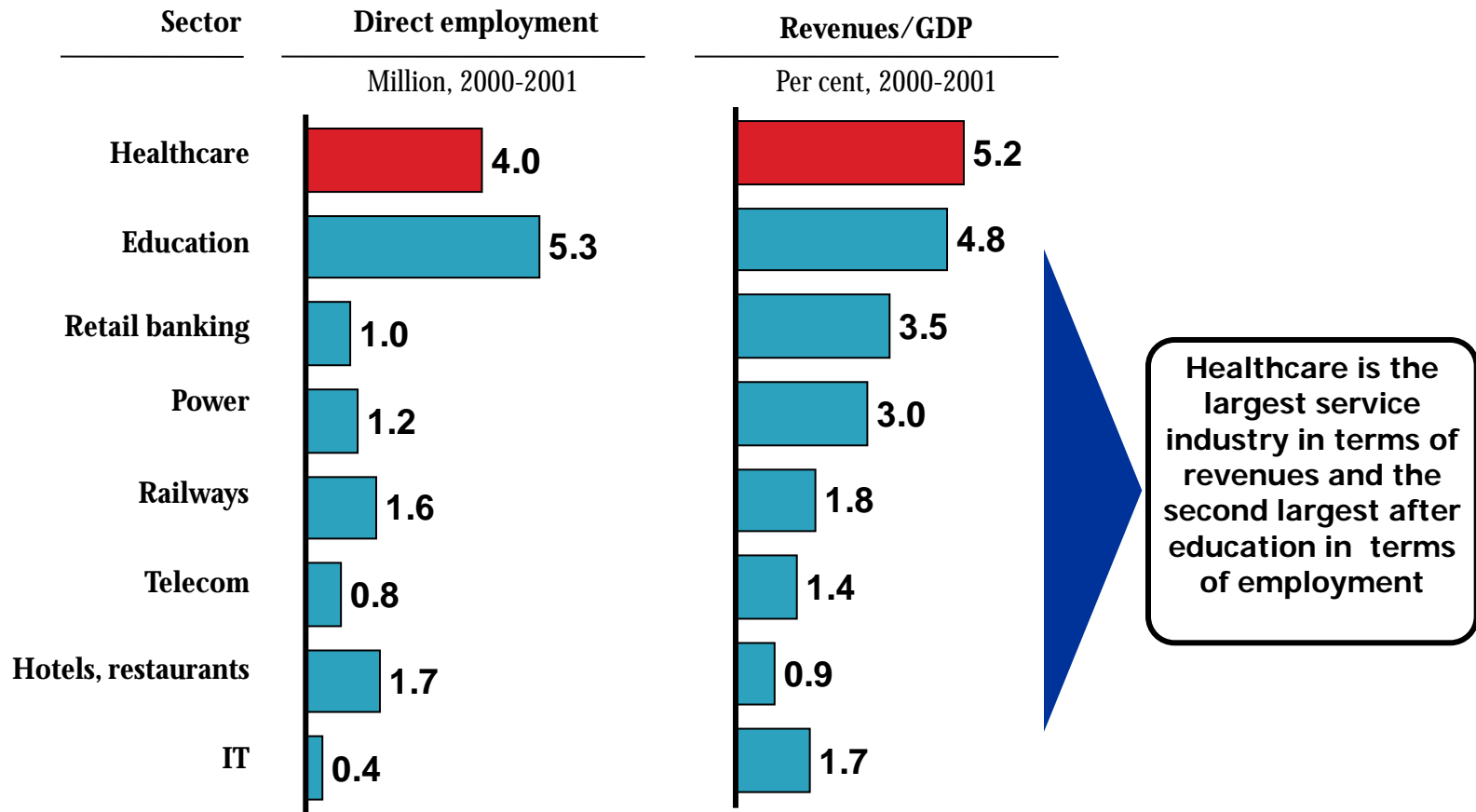
Yoga

Siddha

Health Care demands trained professionals

- } India is undergoing a radical change in terms of growth in healthcare services
 - } There is going to be many fold jump in the demand for healthcare management professionals
 - } There are currently a handful of organizations offering healthcare management programs
 - } Jobs are being created for people from any background. Hundreds of roles in healthcare administration are open for candidates with both life and non-life sciences background.
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HEALTHCARE ROLE IN PRESENT ECONOMY



By 2012, the sector could account for 7 to 8 per cent of GDP and provide direct and indirect employment of 9 million

WHY – NEED OF HEALTH MANAGEMENT GRADUATES?

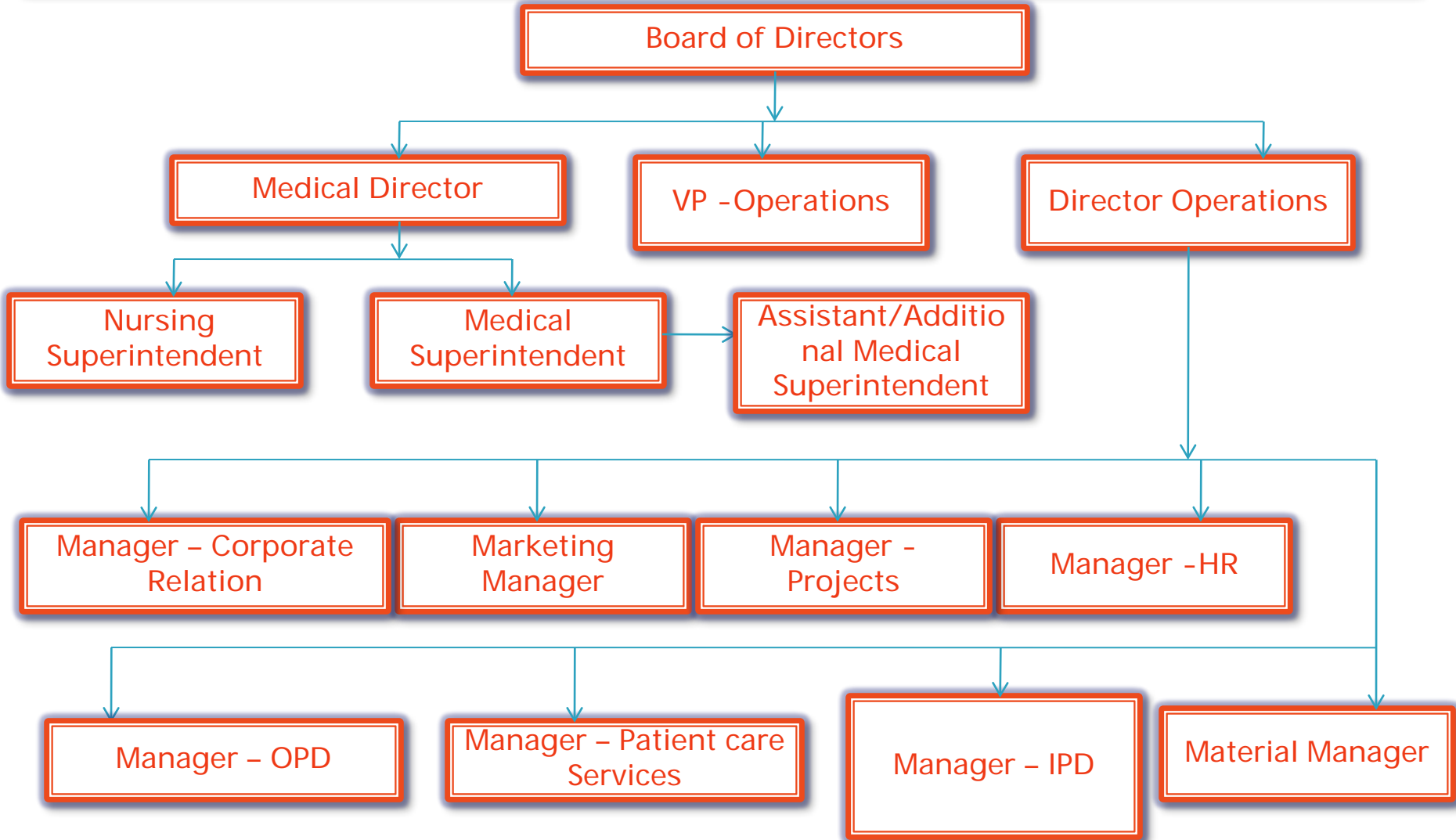
Healthcare profession is unique in nature:

- *Work within the framework of professional, ethical & legal issues*
- *Involves high risk & quick service*
- *It deals with human life*
- *Is of emergency nature*
- *24x7 industry*
- *Excellent professional growth*
- *Teaches you medical, scientific and management aspects*
- *Global perspective*

Healthcare – Changing Landscape

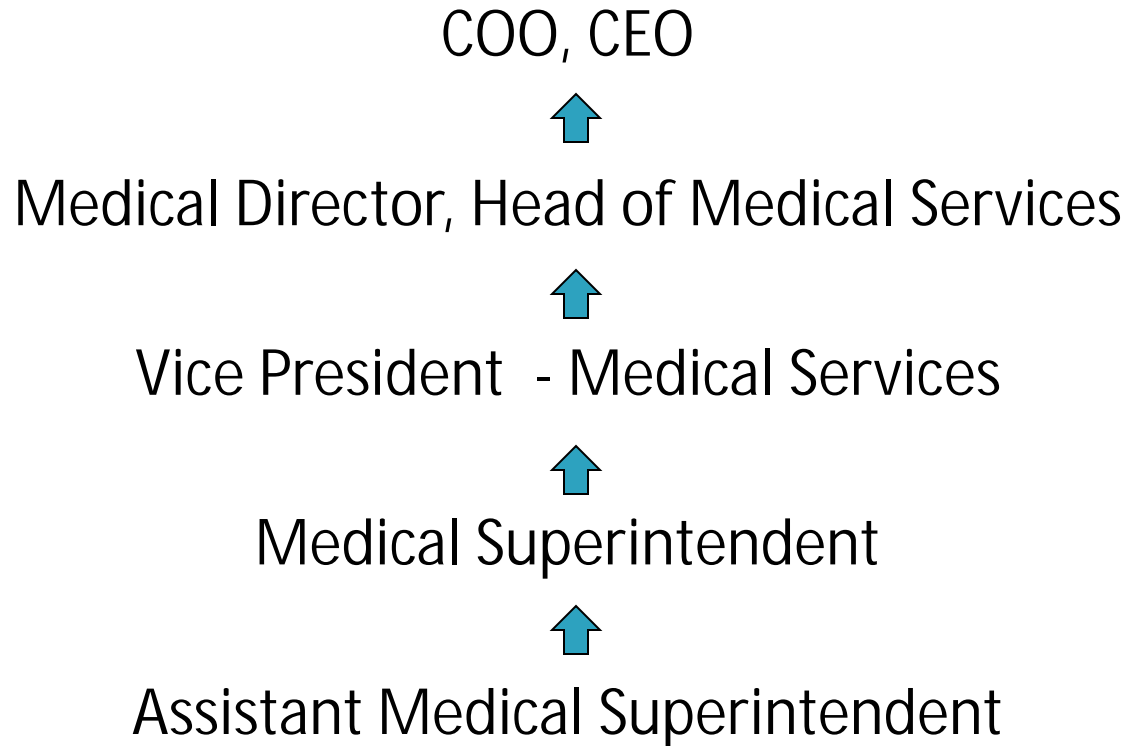
- Ø Shortage of over **700,000 TRAINED PERSONNEL'S** by 2012.
- Ø Growth in **MEDICAL INFRASTRUCTURE** –(Medicities)
- Ø **MEDICAL TOURISM**
- Ø Shift of Disease patterns & **ACCELERATED URBANIZATION**
- Ø Hospitals moving in for **GLOBAL QUALITY ACCREDITATION**
- Ø Massive Growth in Health **INSURANCE SECTOR**
- Ø Greater role of **PRIVATE SECTOR**
- Ø Private Public Partnership (**PPP**)

Organizational Chart of a Hospital with Prospective Positions



THE CAREER LADDER.....

For Medicos



(In Each Organization the Level of entry & Growth varies- Also the Designation & Position depends on the Work experience, as Experienced candidates may start from the Level of Medical Superintendent)

THE LADDER.....

For Non Medicos



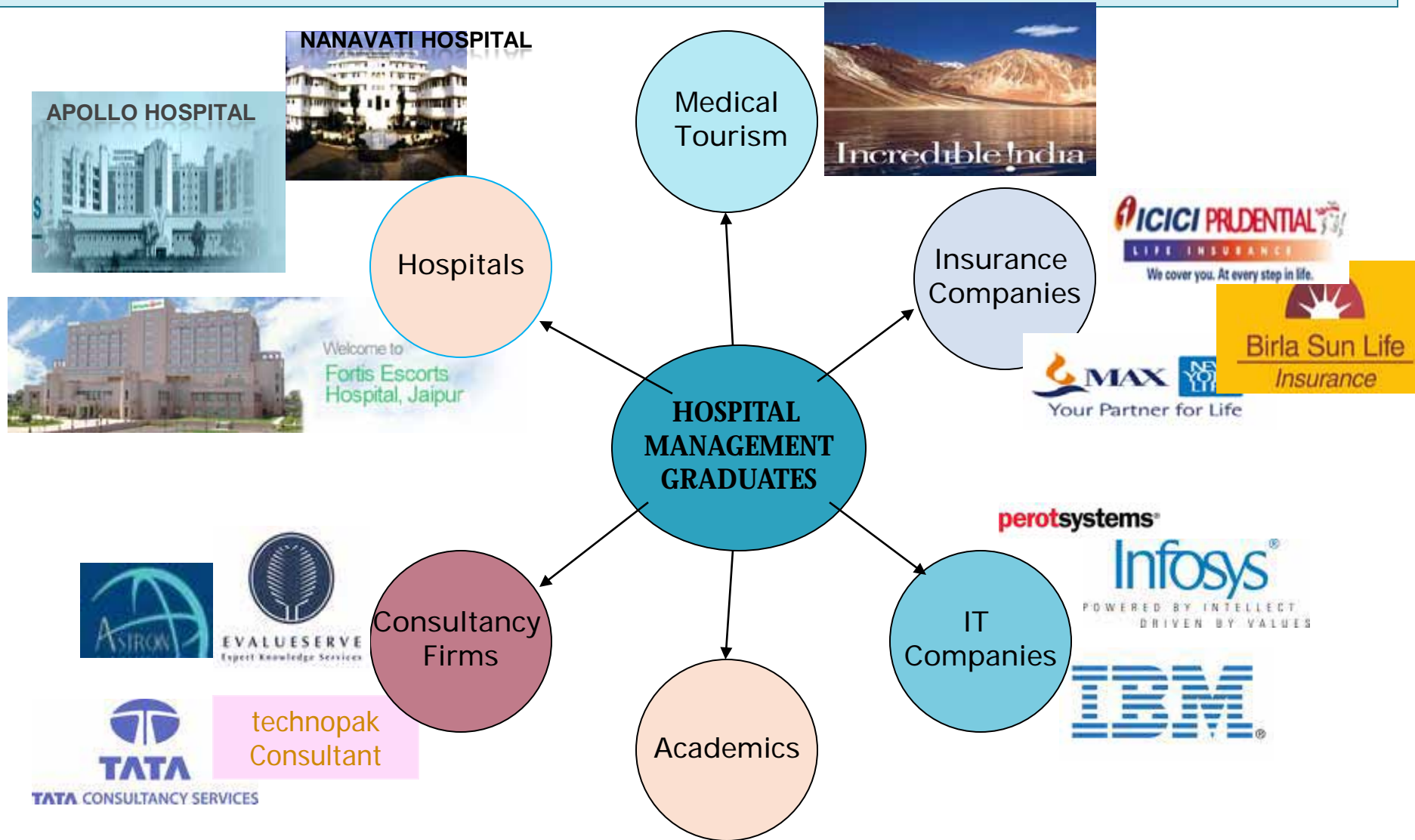
(In Each Organization the Level of entry & Growth varies- Also the Designation & Position depends on the Work experience, as Experienced candidates may start from the Level of Administrator)

REMUNERATION MODEL IN HEALTHCARE:

- Assistant Executive		Rs 8,000 to 20,000
- Executive Level		Rs 10,000 to 35,000
- Manager – HR		Rs 15,000 to 45,000
- Asst. Manager		Rs 12,000 to 30,000
- Manager-Operations		
- Manager- Materials		Rs 15,000 to 45,000
- Manager- Marketing		
- Manager-Administration		
- Hospital Administrator		Rs 25,000 to 50,000
- Dy. General Manager		
- Medical Administrator		Rs 22,000 to 45,000
- Asst. Medical Superintendent		Rs 20,000 to 55,000
- Joint/Dy. Medical Superintendent		Rs 30,000 to 1,70,000
- Additional Medical Superintendent		Rs 40,000 to 1,80,000
- Medical Director/Med Superintendent		Rs 50,000 to 2,00,000
- V.P-Medical/Marketing		
- Director-HR/Marketing/Material/Medical/Admin		Rs 50,000 to 3,50,000
- Chief Administrative Officer		
- Chief Operating Officer		Rs 60,000 to 4,50,000
- The Chief Executive Officer (CEO)		

Hospital Management is
Most Extensive and Complex
than Management of any other
Business Organization

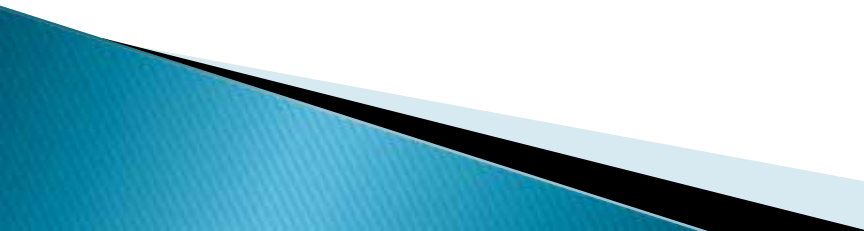
CAREERS IN HEALTHCARE



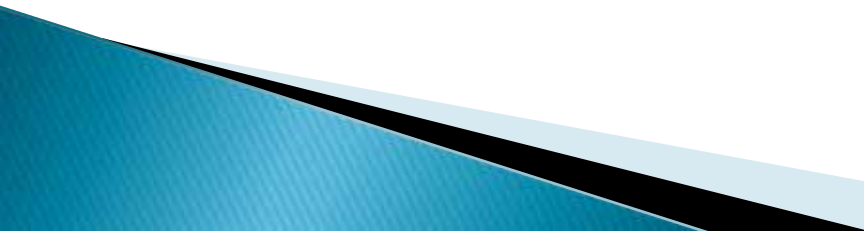
Program Values

- ∅ Develop Strategic Plan for business, marketing and communications
- ∅ Provide leadership on new technologies and clinical services to maintain competitive edge, including cost effective capital plan expenditure
- ∅ Provide Leadership for strategic cost management and clinical path way development including decreased stay time, charges, Utilization and inventory.
- ∅ To provide matrix leadership to service line directors to ensure business unit goals are aligned with strategic directions of the Organization.
- ∅ To develop and execute performance improvement plans, and actively participate in the development and monitoring on quality indicators.

Course Objective : Post Graduate Diploma in Healthcare Management & Administration


- } To Train the hospital and healthcare professionals in all aspects of total Quality Management of hospitals and patient care.
 - } To create an understanding of application of various tools and techniques of quality management system in health care organizations.
 - } To impart knowledge and concepts related to quality management systems and accreditation of health care organizations to clinicians.
 - } Capacity building of Quality Management and Accreditation of Healthcare Organization trained professionals.
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- } To train and encourage candidates to carry out research in the field of TQM and Accreditation of Healthcare organizations and develop new norms relevant to country's environment.
 - } To impart knowledge in legal and allied concept as related to health care management.
 - } To acquaint the participants about Civil Laws, Administrative Laws and Special Acts Applied to Health Care Organizations including Medical Ethics.
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Eligibility for PGDHCMA

- } Graduates/final year graduation students in
 - Medicine, Dentistry, Ayurveda, Homeopathy,
 - Pharmacy, Life Sciences, Paramedical Sciences, Biotechnology
 - Commerce, Economics
 - Engineering graduates

 - } A minimum of 50% aggregate in graduation.
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The Programme is ideal for:

- } Fresh / Working Graduates from any disciplines
 - } Practicing medical & dental professionals including alternative medicine (AYUSH)
 - } Existing healthcare professionals looking for further professional development
 - } Professionals from other health domains like Health Insurance, Medical Tourism facilitators looking for a formal qualification
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Course Curriculum: 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
 - } Introduction to Medical Tourism Management
 - } Personality Development & Communication Skills
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Contd...

Specialization in Hospital Operations Management

- } 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
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Contd...

Specialization in 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
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Contd...

Specialization in Healthcare Insurance Management

- } 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
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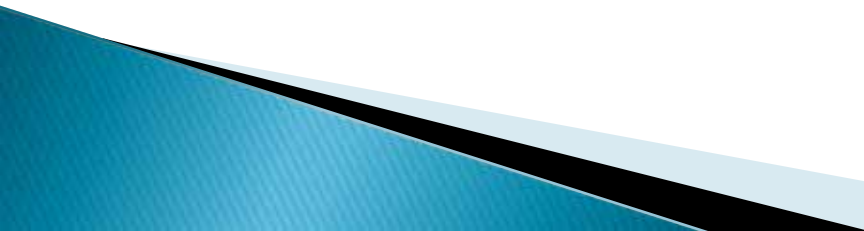
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Specialisation in Healthcare Quality Management


- } Introduction to Quality Management
 - } Roles & Responsibilities
 - } Integrating Quality, Risk and Utilization Management
 - } Total Quality Management and CQI Tools
 - } JCI & NABH Accreditation Process
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Program 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.
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Course Delivery:

- ✓ Interactive Classroom Lectures
 - ✓ E-Learning
 - ✓ Seminars
 - ✓ Tutorials
 - ✓ Group Discussions
 - ✓ Case study presentations & discussions
 - ✓ Industry Internship at leading hospitals and healthcare services institutions
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} *Assessment is done through*

- ✓ Examinations – Midterms and Final
 - ✓ Case study presentations
 - ✓ Workshop/Seminar Participation
 - ✓ Project work
 - ✓ Assignments
 - ✓ Group Presentations
 - ✓ Dissertations
 - ✓ Demos
- 

Some Top Recruiters

- Ø Apollo
- Ø Wockhardt,
- Ø Max Healthcare
- Ø Fortis Group
- Ø Emmar group Parkway
- Ø Hinduja
- Ø Jaslok
- Ø Asian heart
- Ø Leelavati Hospital
- Ø Reliance ADAD Group etc
- Ø All India Institute of Medical Science
- Ø Batra Hospital
- Ø Escorts Hospitals
- Ø Tata Memorial Center(TMC)
- Ø Sir Ganga Ram Hospital
- Ø All Multispecialty Hospitals



Apollo Hospital



- Ø Manipal Health Systems
- Ø Nanavati Hospital
- Ø Bed Strength: 600-bed in Devanahalli

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