

PUBLIC HEALTH POLICY AND ADMINISTRATION IN GOVERNMENT HEALTHCARE INITIATIVES



PROGRAMME OVERVIEW:

This programme is designed specifically for medical professionals, medical administrators, and professionals associated with healthcare and allied sectors, including allied healthcare service providers. This programme offers a comprehensive understanding of healthcare management, and aims to equip healthcare professionals with important healthcare management practices for effective healthcare management. These practices encompass HR functions, organizational strategies, finance, accounting principles, and analytical skills relevant for healthcare management.

At the end of the programme, the participants are expected to have a sound knowledge of healthcare management, which they can effectively relegate in managing healthcare activities and decision making.

The healthcare industry in India has seen significant growth over the past decade. The public's expectations for high-quality healthcare services at government-operated facilities are rising. Healthcare workers are integral to the provision of healthcare services. In India's healthcare system, these practitioners often lack proficiency in modern healthcare management procedures. The absence of pertinent knowledge regarding management methods impedes service delivery and decision-making processes.

Healthcare and allied healthcare workers have not had a formal chance to study management practices, as this subject has not been included in their main academic curriculum. Beyond developing multi-specialty healthcare facilities, effective management is a crucial factor in establishing a successful healthcare service system and must be developed in tandem. This course bridges this crucial gap.

CONTENT:

- Finance and Accounting in Healthcare
- Strategy and Entrepreneurship
- Ethics in Healthcare
- Managing Behaviour in Healthcare
- Healthcare Management
- Issues in Healthcare (Global And Domestic)
- Operation Excellence
- Data Analytics and Simulations

FINANCIALS:

Programme	Duration	Professional Fee* (per Batch)
Public Health Policy and Administration in Government Healthcare Initiatives	6 Days module (30 hours) (2 visits of 3 days each)	Rs. 2,50,000/-
	90 hours online (2.5 hrs sessions will be held per week)	

***Please Note:** The Professional fee, as above, is a fee per participant. The professional fee of Rs. 2,50,000/- will be charged as per the financials mentioned above.

Professional Fee is exclusive of taxes. Applicable GST @ 18% will be charged.

PROGRAMME DELIVERY:

The programme shall be coordinated and delivered by expert faculty members from IIM Indore. Participants will be required to attend the programme in a residential and online mode, spread across three phases. Classes would be scheduled daily between 9:00 AM and 05:15 PM on campus, and online classes will be held on weekends. Participants would also be assigned tasks for self-study, group activities, or field visits during the programme.

IIM Indore shall employ a judicious mix of lectures, case-studies, discussions, group activities, field visits, and prescribed reading material to increase the effectiveness of the training. The programme will be designed to maximize experiential learning by facilitating more peer interaction to enhance comprehension of the subjects.

The phase-wise programme details are as follows:

A 120-hour-long Module for Public Health Policy and Administration in Government Healthcare Initiatives

- Phase I** of the programme will be spread across 3 Days and would be conducted at the IIM Indore campus. Each day would have 5 sessions of 75 minutes each, wherein one session would be for self-preparation/case discussions.
- Phase II** of the programme would be conducted online. 90 hours of online teaching are planned in the digital module (2.5-hour-long sessions will be held per week).
- Phase III** of the programme would be spread across 3 Days and would be conducted at the IIM Indore campus. Each day would have 5 sessions of 75 minutes each, wherein one session would be for self-preparation/case discussions.