Programme Directors
Professor Shankar Venkatagiri
Professor M Jayadev
Dr. Pulijala Srinivasa Rao

Programme Duration
July 2019 to February 2020

GENERAL MANAGEMENT PROGRAMME FOR HEALTHCARE EXECUTIVES
(BATCH 3)

Start Date: July 8, 2019
Last Date to Apply: May 20, 2019
The academic content will be mostly delivered by IIMB faculty, along with administrators and clinicians from some of the pre-eminent hospitals and healthcare service providers. There will be frequent interactions with practitioners from other allied disciplines in the value chain, such as insurers and pharmaceutical firms, which today play an important role in determining the success of healthcare delivery models.

A focus on entrepreneurship distinguishes the GMHE programme from competing offerings in healthcare management. Long considered a start-up hub, the NSICEL centre at IIM Bangalore houses a set of dedicated faculty with proven expertise in the field; several successful ventures have been incubated under their guidance. The programme also sources inputs from renowned device innovators and service providers.

Participants in the GMHE will have ample opportunities to develop core business skills and competencies that are pertinent to their chosen domain. They will actively involve themselves in case discussions and interactive exercises within the classroom. In order to develop a sound understanding of the ground realities, they will make field visits to prominent healthcare providers, in urban and rural settings.

The programme’s activities will enable participants to network with peers and professionals from diverse backgrounds. It is expected that institutions will see the merit of training their administrators via this focused channel, and shall suitably recognize them upon the completion of the programme.

PARTICIPANT PROFILE
The target audience for the programme includes hospital administrators, aspirants for managerial roles, doctors and professionals from allied sectors in the healthcare value chain. Individuals planning to launch entrepreneurial ventures shall greatly benefit from attending this programme. People with an instrumentation technology or a biomedical background are also invited to apply.

PROGRAMME OBJECTIVES
By attending and completing the requirements of the GMHE programme, participants will be able to:

• Develop an overall vision of the field of healthcare
• Familiarize themselves with contemporary healthcare realities
• Inculcate management principles into professional practice
• Understand the role and impact of different technologies on healthcare
• Explore the healthcare domain as an opportunity for entrepreneurship

Medical professionals, to the public eye, deal only with diseases and patients. Interestingly, even the medical educational institutions believe so and the curriculum is set accordingly. But in reality, most doctors have to play the role of entrepreneurs, managers, leaders in order to be successful in their careers. Many are forced to do it and some take it up with passion. That is when the realisation sets in that we are hardly prepared to take up such challenges.

GMHE offered by IIMB aptly fills this gap and helps healthcare professionals mature into confident leaders, with the knowledge to analyse and channelize thoughts on the management aspects of healthcare thereby delivering quality and efficiency. I found this course to be extremely useful as it helped develop focus not just on the economic aspects of healthcare but in a very large way on the processes that help achieve the goal. I would probably rate that as the USP of the course in addition to exemplary faculty, the wonderful ambience of IIMB and the great opportunity it gives to network with a fantastic, vibrant community.

Dr. Gomathy Narasimhan
Sr. Consultant, Liver and Renal Transplant Surgeon
Vice Chair, Medical Advisory Board, Dr. Raja Institute and Medical Centre, Chrompet, Chennai, India
The programme design is guided by the structure and nature of interactions of players within the healthcare value chain. The content shall cover a wide range of stakeholder issues, grouped along the following areas:

### Functional Knowledge
- Strategic frameworks
- Operations management
- Quality and accreditation
- Financial accounting
- Economics and policy
- Commercial knowledge
- Services marketing
- Information systems
- Human relations
- Leading teams and organisations

### Business Environment
- Existing healthcare models
- Hospital planning and organisation
- Healthcare facility and hospital design
- Pharmaceutical sector and IP rights
- Insurance sector and tPa
- Electronic medical records
- Disease mapping
- Rural and public health scenario
- Regulatory issues and ethics

### Focus on Entrepreneurship
- Building business models
- Financing ventures
- Healthcare Informatics and e-health
- Homecare services
- Wellness
- Innovations in public health
- Telemedicine
- Medical devices

### Individual Competencies
- Data visualisation
- Predictive analytics
- Communication skills
- Negotiation and Conflict Management

---

I was a Consultant Psychiatrist in Greater Manchester working for the NHS, UK. Clinically, I found myself confident in dealing with any challenge that I was exposed to while practicing in UK as well as when I returned to India to work here. The business side of healthcare, always fascinated me. Especially in the healthcare system of India, where the services are not streamlined and are mainly corporate driven, made it all the more interesting. GMHe of IIIMB offered me the solution. Not only did it offer me a broader approach to the business but also exposed me to the basics of finance, strategy, statistics and operations. It gave me a new perspective towards healthcare.

**Dr. Daljeet Kaur**  
Consultant Psychiatrist, Virinchi Hospital, Hyderabad

---

The health care sector, like all others is passing through an exciting, yet challenging phase. Newer, cutting edge technologies and analytical tools are pushing the boundaries. The challenge of health care managers is to mould this qualitative transition, make it accessible whilst keeping it cost effective. GMHe by IIIMB has put this into focus and in its own unique way charted us into a new dimension of thought process. I would strongly recommend this excellently constructed and executed course to all existing and prospective managers and executives who desire and deserve this much needed clarity as to where this industry is headed.

**Dr. DC Mahesh**  
Lead Anaesthesiologist, Clinical Leader, Quality Coordinator, Rainbow Children’s Hospital, Bannerghatta Road, Bangalore

---

**Programme SCHEDULE (tentative dates)**

<table>
<thead>
<tr>
<th>Module Name</th>
<th>Mode</th>
<th>Days</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inauguration and Alumni Mixer</td>
<td>On campus Mon – Sat</td>
<td></td>
<td>7 July 2019</td>
</tr>
<tr>
<td>Module 1</td>
<td>On Campus</td>
<td>Fri – Sat</td>
<td>26 - 27 July 2019</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Fri – Sat</td>
<td>9 - 10 August 2019</td>
</tr>
<tr>
<td>Module 2</td>
<td>On Campus</td>
<td>Mon – Sat</td>
<td>26 - 31 August 2019</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Fri – Sat</td>
<td>13 - 14 September 2019</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Fri – Sat</td>
<td>27 - 28 September 2019</td>
</tr>
<tr>
<td>Module 3</td>
<td>On Campus</td>
<td>Mon – Sat</td>
<td>14 - 19 October 2019</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Fri – Sat</td>
<td>8 - 9 November 2019</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Fri – Sat</td>
<td>22 - 23 November 2019</td>
</tr>
<tr>
<td>Module 4</td>
<td>On Campus</td>
<td>Fri – Sat</td>
<td>17 - 18 January 2020</td>
</tr>
</tbody>
</table>

**AYUSMAT – 19 January 2020**

| Fri – Sat  | 7 - 8 February 2020 |
| Mon – Sat  | 24 - 29 February 2020 |

Session timings are typically 0900-1715 hours on the programme days. However on some days, they may be extended to facilitate round-tables with industry leaders and field contact. Exams shall be held for all topics with significant classroom interaction. A good performance is a criterion for the certificate.
SHANKAR VENKATAGIRI
Associate Professor
Decision Sciences & Information Systems
Shankar Venkatagiri is a faculty member associated with the Decision Sciences & Information Systems area. He began his professional career with Sapient Corporation, where he consulted with energy and healthcare clients. He then developed internet applications at Curl, an MIT start-up. Next, he moved to Reuters Consulting, Boston, where he worked with financial institutions in the role of a solutions architect.

Shankar's interests lie in big data analytics, cloud computing, software engineering and technology-mediated learning. His course series on Statistics for Business forms IMIB's first entry on edX, a global MOOC platform, which saw over 30,000 registrations. He anchored a television programme (Topper) that covered secondary level mathematics. Currently, Shankar is involved in the set-up of a cloud at IIM Bangalore to enable big data computing.

Shankar trains and consults with companies on negotiation skills, agile methodologies and analytics. He holds a doctorate in mathematics and a masters degree in computer sciences from Georgia Tech. He is also an alumnus of the University of Southern California and IIT Kanagpur.

M JAYADEV
Professor
Finance & Control
PHD, Omanica University, CAIB - Associate Member of Indian Institute of Bankers
Dr. M Jayadev's areas of interest are banking, financial markets and risk management. He is a Post graduate in Commerce and obtained PhD from Omanica University. He is also an associate member of Indian Institute of Bankers (CAIB) and recipient of ICSIR & UGC Fellowships.

Prior to joining IIMB, he was Associate Professor of Finance at IM, Lucknow for more than five years and faculty of Investment Banking at the academic staff college of a large public sector bank. His professional services are extended in the area of Basel Accords, Banking and Risk Management for several banks, consulting and software companies.

He has published papers in professional and research journals in the areas of banking and risk management and presented papers in national and international seminars. His paper (co-authored) was adjudged as an outstanding research paper at UTU-ICM annual conference on Capital Markets of 2003. He was visiting faculty to University of Rome, ESCP-EAP, European School of Management, Paris, School of Management, AIT Bangkok. He was also a member of consulting team and has undertaken projects in the areas of finance and banking for Consulate General of Japan, Reserve Bank of India, SIDBI and other public and private sector undertakings.

He has completed research studies on “Basel II and Credit Risk”, “Merger and Acquisitions in Banks” and “Educational Loans”. He is actively associated with governance of corporates and educational institutions being the member of boards and governing council.

Dr. PULLIJALA SRINIVASA RAO
MBBS, MRCGP, MACP, MBA
Member of Royal College of General Practitioners
Member of American College of Physicians
Chief Executive Officer, Apollo Medskills Limited
Dr. Srinivasa Rao is the Chief Executive Officer at Apollo Medskills Limited. He brings with him over 15 of experience in the Healthcare Industry. Before joining Apollo Medskills Dr Srinivas had worked for leading names in Healthcare like Apollo Hospitals, Siemens Healthcare, GE Healthcare and Apollo Health Street and has executed multiple complex global projects for them.

Dr Srinivas ensures Content development and optimisation, Customer experience enhancement, improvement of existing systems and creates Apollo Knowledge’s business direction with the future of Healthcare skilling and e-learning Industry. His leadership style is results-driven, collaborative, team-oriented and based on strong internal and external partnerships.

Dr Srinivas is a Post graduate in Medicine and had continuing education in Emergency medicine and Diabetes. He also has been trained in Management from Indian School of Business, Hyderabad. He has co-authored books on Hospital management and Health Informatics at Medvarsity.

PROGRAMME DELIVERY
The programme will be conducted on the IIMB campus premises. Subject to availability, students can arrange to stay on campus for the programme dates, details mentioned in the schedule by paying a fee.

PROGRAMME FEE
Programme fees are Rs. 5,90,000/- + 18% GST per participant, which is payable in three installments as per schedule indicated.

The payment schedule is as follows:

<table>
<thead>
<tr>
<th>Date</th>
<th>Fee Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>On Confirmation</td>
<td>Rs. 50,000/- + GST</td>
</tr>
<tr>
<td>1st Instalment by 25 July 2019</td>
<td>Rs. 2,40,000/- + GST</td>
</tr>
<tr>
<td>2nd Instalment by 25 Sept 2019</td>
<td>Rs. 1,50,000/- + GST</td>
</tr>
<tr>
<td>3rd Instalment by 30 Nov 2019</td>
<td>Rs. 1,50,000/- + GST</td>
</tr>
</tbody>
</table>

ALUMNI
On successful completion of the programme, the participants are eligible to be admitted to IIM Bangalore Alumni association.

AWARD OF CERTIFICATE
A part time certificate of completion will be awarded by IIMB to the participants within 30 days from the last day of the programme upon meeting the programme requirements and its successful completion.

IMPORATANT DATES

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Application Deadline</td>
<td>May 20, 2019</td>
</tr>
<tr>
<td>Inauguration and Alumni Mixer</td>
<td>July 7, 2019</td>
</tr>
<tr>
<td>Programme Start Date</td>
<td>July 8, 2019</td>
</tr>
</tbody>
</table>
The Indian Institute of Management Bangalore (IIMB) is a leading graduate school of management in Asia.

Established in 1973, IIMB today offers a range of post-graduate and doctoral level courses as well as executive education programmes. With a faculty body from amongst the best universities worldwide, IIMB has emerged as a leader in the area of management research, education and consulting. IIMB’s distinctive feature is its strong focus on leadership and entrepreneurial skills that are necessary to succeed in today’s dynamic business environment.

The Post-graduate and Doctoral programmes offered by IIMB:

- 2-years Post Graduate Programme in Management (PGP)
- 1-year Executive Post Graduate Programme in Management (EPGP)
- 2-years weekend Post Graduate Programme in Enterprise Management (PGPEM)
- 1-year Post Graduate Programme in Public Policy & Management (PGPPM)
- Fellow Programme in Management (FPM, doctoral programme)

IIMB has obtained the European Quality Improvement System (EQUIS) accreditation awarded by the European Foundation for Management Development (EFMD). IIMB has been ranked No. 2 in the India Rankings 2018 in the Management Education category under the National Institutional Ranking Framework (NIRF) by the MHRD. IIMB has been ranked among the Top-70 global schools by the Financial Times Executive Education Rankings 2018 for the fourth year in succession.

Apollo Hospitals Group & Apollo MedSkills: At Apollo Hospitals, we believe that the focus on knowledge and learning is of paramount importance to India, and the world. The Apollo Group has always approached healthcare with a keen and unwavering focus on the future. It has been steadfast in its mission to future-proof good health in the entire region, and strive hard to bring about ground-level change to facilitate that. Apollo Knowledge consolidates all our educational institutions and link them with some of the finest minds in the clinical care, within the Apollo ecosystem. Presently, this vertical has medical colleges, nursing institutions, physiotherapy institutions, e-Learning (Medvarsity), Skill Development Centers and Simulation labs (Apollo MedSkills) present across India.

Apollo MedSkills is a joint venture between National Skill Development Corporation (NSDC) and Apollo Hospital Group focused on skilling Paramedics and Nurses. We have presently 40 Healthcare skilling Programmes aligned to the curricula of Healthcare Sector Skill Council (HSSC). We are present in over 20 locations across India with 14 government projects centers. Apollo MedSkills has state of the art centers of excellence in Healthcare skilling at multiple cities with interactive classrooms, qualified and experienced clinical trainees, and access to hands-on practical training at one of the Apollo Hospitals and affiliate hospitals across India.

We also have Simulation and Skill-labs built in our centers for Medical, Nursing and Paramedical trainings.

Apollo MedSkills operates in a hub-spoke model where in the hubs are world-class skill development centers located at metros. Each of these hubs are connected to spokes located at surrounding district headquarters.

Registration

The organizations interested in nominating their employees and individuals interested in the programme may apply online.

For any queries, write to:

**Bhaswati Mukherjee**
Executive Education Programmes
Indian Institute of Management Bangalore
Bannerghatta Road, Bengaluru 560 076
Phone: +91 - 80 - 26993380, 26993660
Fax: +91 - 80 - 2658 4004

Email: bhaswati.eep@iimb.ac.in

Web: www.iimb.ac.in/eep

Participants interested in the programme may contact IIMB at the above-mentioned address for clarifications, if any. Once registration is accepted, cancellation /refund queries and requests will not be entertained.

Facebook: http://on.fb.me/1zWioPp
YouTube: https://bit.ly/1zWt8Ok
LinkedIn: http://linkd.in/131q398
Twitter: https://bit.ly/2LuODnN
Blog: http://blog.iimb.ac.in/