

EXECUTIVE CERTIFICATE **IN HEALTHCARE MANAGEMENT AND POLICY**

Healthcare spending frequently exceeds 10% of advanced economies' gross domestic products, yet, it does not necessarily translate into satisfactory levels of population health. Instead, healthcare systems frequently struggle to ensure timely and affordable access to quality care and patients struggle to navigate a highly fragmented healthcare landscape. At the same time, increasing life expectancies and lifestyle changes alter the nature of care services that people expect and accentuate these challenges.

This certificate is designed for high-potential healthcare leaders who wish to obtain a systems-level understanding of the healthcare sector, deepen their comprehension of the complex managerial and policy challenges that healthcare systems face and equip themselves with cutting-edge conceptual frameworks and business-analytic tools that will help them more efficiently guide their organizations to face new realities and new challenges.

OBJECTIVES

Through a broad range of in-class lectures, case discussions, company visits and industry talks.

This program will:

- **Expose you** to innovative models of delivery throughout the continuum of care and help you understand the potential they may hold for your organization
- **Highlight** how to identify and build successful value-driven growth strategies that are properly aligned with your operational design
- **Help you understand** the digital transformation of modern healthcare organizations and the potential it holds
- **Familiarize you** with key data-analytic techniques that will allow you to leverage the increased availability of healthcare data
- **Illustrate** how to respond to the evolution in healthcare policy, financial incentives and payment methods
- **Equip you** with tools that will help you design and deliver more patient-centric services and build a culture of service excellence
- **Enable you to lead** your organization towards becoming more flexible, innovative and adaptive
- **Demonstrate** how to effectively guide, evaluate and inspire diverse teams
- **Showcase** examples of successful entrepreneurial models in healthcare
- **Allow you to develop** an appreciation of the “state of the art” in different aspects of the healthcare ecosystem

PROGRAM

The program consists of two 5-day sessions.

■ Session 1 - Healthcare management (Doha)

In Doha, we will introduce foundational frameworks for understanding the interactions between the key players of a healthcare system. We will explore the key strategic decisions of healthcare organizations, discuss how operational process design can function as a key enabler of strategy and introduce approaches that can guide the development of patient-centric services. We will also examine how digital transformation in healthcare is driving change and innovation in both managerial decision-making and delivery and explore the role of entrepreneurial efforts.

Throughout these discussions we will emphasize the key challenges of leadership in modern healthcare organizations and how to succeed in empowering employees. Our discussions will be based on examples from different healthcare systems worldwide and we will further observe in action several of the discussed concepts and tools at leading local organizations.

■ Session 2 - Healthcare policy (New York)

In New York, we will start our course by discussing healthcare policy and exploring its utility, components and indicators. Further, we will cover the basis and principles of health economics and the incentives to pay for care delivery. We will also discuss how the healthcare sector is financed from private and governmental resources, and how to set priorities and forecast expenditures. The economic evaluation methods in healthcare will have their share in this week as we discuss the measurement and valuing of benefits of new treatments. Finally, we will discuss the future of healthcare, in particular machine learning and its expected paradigm shift in the diagnosis and treatment of diseases.

Throughout this week, we will organize visits to major healthcare providers in New York, where senior leaders will deliver presentations and discuss their experience in leading those institutions.



Duration

5-day sessions

Doha, Qatar: January, 2022

New York, USA: April, 2022

Location

Doha, Qatar then NYC, USA

Fees

\$19,500

Contact

For more information
qatar-admissions@hec.fr

* Including lunch and refreshments.
Fees subject to change.

** Content is subject to change.



EXPERIENTIAL LEARNING PROJECT

The program culminates with a hands-on, experiential-learning group project that will allow you to combine your expertise with the knowledge that you acquire throughout the program. You will work closely with a healthcare organization to solve a managerial or policy challenge.

In doing so, you will be interacting closely with faculty and your peers and have the opportunity to apply the tools and frameworks discussed in the program. The objective of this project is to accelerate your learning and prepare you to apply the program's takeaways at improvement projects in your own organization.

PARTICIPANT PROFILE

The program attracts a mix of both clinicians and non-clinicians ensuring that in each class several stakeholders of the healthcare sector are represented. It has been designed to be beneficial for physicians, nurse executives and other leaders who are responsible for designing and overseeing the delivery of care, executives of healthcare delivery systems, senior healthcare policy makers and executives from healthcare insurance, pharmaceutical and medical device companies.

REQUIREMENTS

Participants should have significant clinical or managerial experience, and demonstrate their motivation for this program. English language proficiency is required.

Short-listed candidates will be invited for an interview.





Weill Cornell Medicine-Qatar

ABOUT WEILL CORNELL MEDICINE - QATAR

Weill Cornell Medicine - Qatar is a partnership between Cornell University and Qatar Foundation. It offers a comprehensive six-year medical program leading to the Cornell University M.D. degree with teaching by Cornell and Weill Cornell faculty and by physicians at Hamad Medical Corporation (HMC), Aspetar Orthopedic and Sports Medicine Hospital, the Primary Health Care Corporation, the Feto Maternal Center, and Sidra Medicine, who hold Weill Cornell appointments.

Through its biomedical research program, WCM-Q is building a sustainable research community in Qatar while advancing basic science and clinical research. Through its medical college, WCM-Q seeks to provide the finest education possible for medical students, to improve health care both now and for future generations, and to provide high quality health care to the Qatari population.



ABOUT HEC PARIS

Founded in 1881 by the Paris Chamber of Commerce and Industry, HEC Paris brings together 140 permanent professors, 4,500 students and 8,000 managers in executive education programs every year.

As leaders of impactful learning, HEC Paris has been committed to excellence and impact in research, teaching and thought leadership while delivering transformation and support in addressing the disciplines that matter in today's complex global economic situation.

In 2010, HEC Paris joined Qatar Foundation to bring world-class Executive Education programs and research activities to Doha and the region. HEC Paris launched Qatar's first international EMBA, which is currently ranked number 3 worldwide by the Financial Times, and the Specialized Master's in Strategic Business Unit Management (SBUM). HEC Paris is also a world leader in custom-designed programs, and works with clients in Qatar and the region to design

and deliver executive programs that address current business challenges.

The programs and research activities of HEC Paris in Qatar build corporate competitiveness within the global economy and are fully aligned with Qatar National Vision 2030 to support the transformation of Qatar into an advanced, competitive and knowledge-based economy.



HEC Paris Executive Community

This Executive Certificate entitles you
to become a member
of the HEC Paris Executive Community