

**“HOSPITAL MANAGEMENT PROGRAMME
FOR DOCTORS AND HEALTH PROFESSIONALS”**

(Six Month Part Time Certificate Course)

During past one decade or so health care in India has seen a revolutionary change in its growth and strategic development. Impact of globalization and liberalization of economy is the key for such change, particularly in infrastructure growth and delivery of health services. Increasing number of professionally managed corporate Hospital in cities and even in small towns has brought newer challenges for the survival of public Hospital, small nursing Home on economic viability and quality of care. Such Hospital seems to be failing to satisfy the felt-need of the consumers for **Quick and responsive curative services and also to the providers of Resources.**

It is seen that largest share of Health Resources (60% to80%) are spent of Hospital, Management and Technology acquisition. Other cost centres in the Hospital is the manpower deployment.

On a cursory review of a Health Management it is seen that significant expenditure in a Hospital particularly in Govt. set up involves a great waste because of technical and Managerial deficiency within the Hospital system.

The “Mission”, document of the Flag ship programme in Health by the Govt.of India has emphasized the inductment of Management professional and Financial experts in the operation aspect of the NATIONAL RURAL HEALTH MISSION.

There is no denying that Health Care Institute be it in a public private or voluntary sector, the same principles of economics are valid like in any Industrial productive unit. The rule of effectiveness and efficiency including Quality Management are equally applicable to the all the areas in the Service Sector Industries like Health Care.

With this background, when we see that, Health Sector Managers, particularly the medical doctors, have hardly get an opportunities to learn the concept of managing the people and use of resources during their professional Training.

The executive in the Hospital and Health Centre, normally have attained the executive position by virtue of services seniority or he may be a specialist from most demanding clinical discipline. It is increasingly recognized that experience in clinical aspects of Medicine do not necessarily imply experience in administrative aspect of a Health Institution.

Today there is a paradigm shift in the Health Care Management in India which includes **drives towards value for money, professional accountability and increased competitiveness amongst Hospitals.**

Policy document on health of Govt. of India has also indicated encouragement in privatization of Tertiary Care and introducing ‘user charges’ for medical care in the Hospital. This has paved the way for stringent regulatory control of **financial discipline and resource utilization in the Health Care Institutions.**

In view of such a shift in medical care approach hospital administrators are to be provided opportunity to learn a newer approach for management of Hospital; be it a private public or non-profit organization.

Large number of in service Training program to the senior and middle level manager are organized by professional bodies, which includes Seminars and symposium by the **Training Division of department of personal Govt. of India, and National Institute of Health & Family Welfare** and such other institution are running similar short programme. But such a program are far and few compared to the vast requirement of trained manpower who are involved in the Health care Management in the field , particularly in the North-East.

It also seen that such short courses lack of comprehensiveness, effort for skill development so as to enable the participant to develop analytical ability of the Hospital environment and to make an impact in the society.

As a part of social responsibilities particularly to the North-East, the Rajiv Gandhi, Indian Institute of Management is introducing a **professional certificate course for the Hospital and Health Care executives.**

The core faculty of RGIIM and expert in the field of Health Care Management, with the support from visiting faculty in launching the certificate course in Health and Hospital Management, **from April 2010**

Program.

The program is designed around the professional need of the Health Care Official, involved in day to day management decision and who are responsible for various Functional areas of the Hospital.

The Six Month Certificate course on Hospital and Health Care Management, is aimed to equip the participant with knowledge and skill. The focus of the course will be to enable the participant in planning, organizing and operating Health Institution to the best possible efficiency. The course will facilitate the participant in understanding 'Management' in the context of Health Care Institution and its application in decision making. Hospital Environment in the social context concerning the stake holders like provider of resources, clinical specialist and focus on quality issues will be the key area of the academic deliberation.

Course Material

Reading material for the course has been developed from Authorative literature on the subject; real life case-studies have been identified on some of the basic problem areas of the Hospital, like Equipment planning, Management of Medico legal issue, cost containment, patient satisfaction indices etc; has been identified for project work under the guidance of dedicated faculty.

The six month course is tailor-made to meet the participant's need and to provide a broader understanding of the topic for deliberation so as to generate a fruitful discussion during the interactive lectures session.

Reference material like books journals, manual and guides, hand book will be made available for in-depth understanding on the subject.

Field visit to the Health Institution in the North- East region will be organized to make the participant understanding the intricacies of managerial issue needing a scientific and logical Solution. Tutorials to meet individual needs of the participant such will be the Thrust area of course Methodology.

Methodology

- (a) Organized interactive lecture.
- (b) Field visit.
- (c) Seminar and project work.

Syllabus

The course will be conducted in modular in form to run simultaneously so as to develop the knowledge base and skill of the participant as the course progress. Operational aspect of Health Care Institution will also be the them of every academic session.

The Basic modules of the course are:-

Module - I

Management science concepts, Financial Management and Human Resources development and its application in service sector like Health.

Module - II

Hospital Organisation its structure and Hospital subsystem. Planning of Functional unit, physical facility.equipment and operation modelities.

Module - III

Health Care Management, National Health Policy, National Health Programme, Health infrastructure and delivery system, social responsibility, Health insurance and Industrial Health.

Module IV

Operational Aspect of Health Care services. Human Relation in Health Sector. Health Information Systems. Legal issues concerning Health Institution. Regulatory Nomes and Quality issues including social Responsibility of Health Care Managers

Field visit will be organized for the participant to have a first hand experience to the burning issues / problem concerning Health Programmes in the field and the analytical approach for its solution.

Project work

A project will be identified for each of the candidate from his/her work situation for scientific analysis. The candidate is to work out a possible solution with his/her understanding of the issues and apply the skill developed during the course of study.

Experts in the field will be made available during the entire course of study through **tutorials and project guidance**.

For whom

The programme is well suited for Doctors from Govt., semi Govt., public sector undertaking, Autonomous Institute and also Defence and para Military Organisation, Self employed Doctors / owners of Nursing Home and Clinics will be benefited for planning of the service, in there establishment particularly in Designing, Construction, Renovation and Developing physical facilities like I.C.U., operation theater and Diagnostic services.

Deliberation and clarity in Economic purchase procedure in the Hospital, Planning of the Hightech equipment, Import and Custom duty regulation will strengthen the Administrative ability of the participant to meet the newer challenges of the Hospital Management.

Added Dimension of the course is the in-depth studies on **Marketing of Hospital Services**, and discussion on **Clinical Establishment (registration and regulation) Public Relation issues** will be of immense help for establishing a new or Up gradation of Health Care set up with increased productivity.

Statutory law of Bio-Medical waste management, Medico legal issue, consumers protection law, labour laws applicable in Hospital will be the added dimensions of the course for Hospital Officers which is **must to know**.

The six months programmes with part time academic schedule on 4 (four) days a week **will not infringe upon the duty timing** of the Doctors and other in-services staff of the Health Care Sectors.

Senior nursing administration and officer in Hospital establishment will be able to take advantage of the course for carrier development and enhance of skill.

Sponsored candidate from central state Govt. Autonomous Institution and defence and Para Medical services will be given preference. Such candidate will be encourage to take up the project work from their own situation.

Evaluation

The candidate will be evaluated on the basis of the completion of the project. Presentation of report on the field visit case studies and continuous internal assessment during the progress of the course.

End term test will be held on **Module I to IV** and candidate will be awarded grade Point average 0-9 scale on each papers.

A formal certificate from **Indian Institute of Management** will be issued to all the successful candidates.

Special feature

The P.G. certificate course can be pursued, while in active regular service. **Classes will only be in the afternoon for four days in a week.**

Project work, case studies and practicals in the Reputed Hospital of their choice including their own Institution for “Hand-on” experience.

Eligibility

Applicant should have a Bachelor Degree in Medicine, Nursing and Dental Surgery from a recognized University with experience in Govt., Semi Govt., Public Sector undertakings, Autonomous Institute and Defence and Para Military Organisation.

Graduate in Para Medical Discipline and Support Services Areas from Health Care Establishment like Personal Departments, Store Departments, Security and Sanitary Departments with sufficient experience are also eligible to apply.

Selection process

After short listings of the qualified candidates; they may be required to appeal for a personal interview at (Rajiv Gandhi Indian institute of Management shillong (R.G.I.I.M.)(to be inform personally)

Course fee

Registration Fee - Rs 1000 only (Rs one thousand only) along with the application form (not refundable)

First Installment - On admission - Rs 10000 only (Rs ten thousand only) – from **25th MARCH to 4th APRIL 2010.**

Second Installment ---- Rs 10000 only (ten thousand only) from **1st JULY to 5th JULY 2010**

IMPORTANT DATES

| | | |
|-------------------------------------|-------|--------------------------------------|
| Commencement of Registration | ----- | 15th February 2010 |
| Closing of registration | ----- | 25th March 2010 |
| Commencement of classes | ----- | 5th April 2010 |

How to Apply:-

The application form and detail course outline can be taken from the institute website.

(Copy Enclosed)

Completed application form along with a **registration fee** of Rs 1000 only (Rs one thousand only) (non **refundable**) in a Demand Draft in favour of Rajiv Gandhi Indian Institute of Management, payable at shillong.

For more information please contact to Dr.(prof) R.K.Sarma

Tel no. 0364-2208050 (M) 09436701946

e-mail sarmarabindra@hotmail.com

Rajiv Gandhi Indian Institute of Management
Mayurbhanj Complex, Nongthymmai, Shillong-793014.

Application Form
Six Months Certificate Programme in
“HOSPITAL MANAGEMENT PROGRAMME FOR DOCTORS AND HEALTH PROFESSIONALS”

1. Name: Mr./Miss./Mrs. _____
FIRST NAME MIDDLE NAME SURNAME

2. Father's Name: _____

3. Date of Birth: _____
(DD/MM/YY)

Affix a recent
passport size
colour
photograph

4. Sex: Male Female

5. Address: _____

6. Telephone: _____ e-mail: _____

7. Academic Qualifications

| Exam | Board/ university | Year | Main Subject Specify Specialization | % of marks | Class/Div. |
|------|----------------------|------|---|------------|------------|
| | | | | | |
| | | | | | |
| | | | | | |

8. Any other Qualification: _____

9. Work Experience: Yes No

10. Work Experience Details:

- a. Organisation Name: _____
- b. Organisation Address: _____
- c. Designation: _____
- d. Years of Service: _____
- e. Job Profile: _____

11. Write Briefly, why do you want to enroll for this Programme:

12. Signature of The Applicant: _____ 13. Date of Application _____

14. Demand Draft no. _____ Amount (Rs.) _____ Bank _____

(no form will be entertained if not accompanied with a Demand Draft. Kindly draw for Rs 1000 only. in favour of “Rajiv Gandhi Indian Institute of Management” payable at Shillong)