EXECUTIVE EDUCATION

GRADUATE CERTIFICATE IN HEALTH CARE MANAGEMENT

Jointly provided by:
Rice University and Baylor College of Medicine

Presented by: Rice University

Friday and Saturday • Once a Month • Six Modules
Learn Core Business Skills

**Leadership and Teams:** Balancing Management and Clinical Skills  
*Instructor:* Brent Smith, Ph.D.  
Participants identify their leadership style—how it fits into their workplace climate and culture and influences decision making.

**Strategy Formulation and Competitive Analysis:** Health Care Perspective  
*Instructor:* Prashant Kale, Ph.D.  
Participants learn to develop, evaluate and implement strategies to generate value and durable competitive advantage and growth in their organizations.

**Strategic Marketing and Patient Management**  
*Instructor:* Vikas Mittal, Ph.D.  
Participants identify key benefits that affect care and satisfaction issues for different patient segments. They also learn how to understand the financial issues involved in marketing.

**Financial Decision Making and Reporting for Health Care Organizations**  
*Instructors:* Brian Rountree, Ph.D. and Alex Butler, Ph.D.  
Participants read and evaluate health care-related financial statements, as well as discover tools used to evaluate individual operating unit performance.

**Health Care Process Mapping and Quality Improvement**  
*Instructor:* Amit Pazgal, Ph.D.  
Participants learn to understand, analyze, standardize and improve critical hospital-based health care processes, while improving efficiency and maintaining patient safety and satisfaction.

**Negotiating with and Influencing People**  
*Instructor:* Jing Zhou, Ph.D.  
Participants sharpen relevant skills and practice techniques that can improve negotiated outcomes in a health care context. They diagnose their negotiation competencies and styles and also prepare systematically and efficiently to influence colleagues and subordinates through negotiation.

**Pricing**

*Certificate Cost:*  
**Per Person:** $11,250  
**Groups of 5 or more from the same organization:** $9,000

*Please email healthcare@rice.edu for additional details.*
Schedule

- **October 2-3, 2015**  
  Leadership and Teams: Balancing Management and Clinical Skills

- **November 20-21, 2015**  
  Strategy Formulation and Competitive Analysis: Health Care Perspective

- **December 11-12, 2015**  
  Strategic Marketing and Patient Management

- **January 22-23, 2016**  
  Financial Decision Making and Reporting for Health Care Organizations

- **February 12-13, 2016**  
  Health Care Process Mapping and Quality Improvement

- **March 11-12, 2016**  
  Negotiating with and Influencing People

Who Should Enroll?

- MDs and DOs in significant management and policy positions in health care institutions, including senior medical staff officers
- PharmDs and pharmaceutical benefit managers
- Nurse executives (VPs, CNOs, Directors)
- Division and department leaders and senior administrators in health care institutions
- Health care service-line leaders
- Corporate medical directors and senior staff
- Senior leaders in large multi-specialty group practices
- Managed care medical directors and senior staff

*Dates and faculty subject to change.*

Accreditation/Credit Designation

This activity has been planned and implemented in accordance with accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of Baylor College of Medicine and Rice University. Baylor College of Medicine is accredited by the ACCME to provide continuing medical education for physicians.

Baylor College of Medicine designates this live activity for a maximum of 72.0 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Notices

In order to meet the requirements of the Accreditation Council of Continuing Medical Education, it is the policy of Baylor College of Medicine that all individuals who are in a position to control the content of a CME activity (activity director, planning committee member, and faculty) disclose relevant financial relationships with commercial interests. All identified conflicts of interest are managed to help ensure that the educational material is scientifically based, accurate, current, and objectively presented. Specific disclosure will be made to the participants prior to the educational activity.

Faculty, topics, program schedule, and credits are subject to change. Audio or videotaping is prohibited without written permission from the Office of Continuing Medical Education, Baylor College of Medicine, Houston, Texas.
What Participants Are Saying

Renato Lenzi, M.D.
Associate Professor, GI Medical Oncology
MD Anderson Cancer Center

“The Rice Health Care Management Certificate program provides an invaluable opportunity to develop a deeper understanding of the forces shaping the business side (and the future) of medical care. In addition to a rigorous scholarly perspective, its strengths include the immediate applicability of much of the information and the opportunity to exchange experiences and ideas with health care professionals and administrators from institutions within and outside of the medical center.”

Jennifer E. Dietrich, M.D., M.Sc.
Chief of Pediatric and Adolescent Gynecology
Texas Children’s Hospital

“The Rice Certificate in Health Care Management Program was a very valuable experience. I think the class was amazing. Lectures were from very experienced thought leaders, and it was very well organized. I definitely see things from a different perspective having completed the course.”

Elizabeth A. Nelson, M.D.
Associate Professor, Department of Medicine
Baylor College of Medicine

“The organization and scheduling of the program make it possible to incorporate it into our already busy schedules with minimal disruption. Because of the program, I am much more strategic in my thinking when negotiating, managing change and navigating the organization's infrastructure. I use the skills learned in almost every administrative interaction. The program helped me think about my leadership and management style in a different way.”

Shannon McCord, R.N.
Director, Patient Care Services, West Campus
Texas Children’s Hospital

“The program has broadened my perspective and given me new tools and resources to use in my new role. The instructors were top notch with real world and academic experience in their field. The case studies made class discussions engaging.”

Ellen Manzullo, M.D.
Professor and Deputy Division Head, General Internal Medicine
MD Anderson Cancer Center

“The course is a spectacular learning experience. The professors are extremely knowledgeable and they freely share their wisdom and insight on some very complex issues. The course is also an excellent opportunity to network with other individuals in various aspects of the health care industry.”