



RICE | BUSINESS

EXECUTIVE EDUCATION

CERTIFICATE PROGRAM

GRADUATE CERTIFICATE IN HEALTHCARE MANAGEMENT

Develop and deepen your management skills

Healthcare is faced with extreme complexities, breaking the conventional models of how care is perceived, designed and delivered. To address those challenges, healthcare professionals need to develop leadership and management skills and techniques. In the heart of the Texas Medical Center, the largest medical center in the world, this program brings together world-class faculty and leading business theory to advance the future of healthcare.

WHO SHOULD ATTEND?

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

ALUMNI ORGANIZATIONS

- Aetna
- Anthem
- Baylor College of Medicine
- Houston Methodist
- Houston Nephrology Group
- Kelsey-Seybold Clinic
- MD Anderson Cancer Center
- Memorial Hermann
- St. Joseph Medical Center
- Texas Children's Hospital
- United Healthcare
- University of Texas Medical Branch
- University of Texas Health Science Center
- Oncology Management Services
- Pure Health Family Practice Clinic

CERTIFICATION COST: \$11,250

For 3+, the price is \$10,125 per person

Tuition includes class materials daily breakfast, lunch and refreshments.

[BUSINESS.RICE.EDU/HCM](https://business.rice.edu/hcm)

Jointly provided by: Rice University and Baylor College of Medicine

Presented by: Rice University
Friday and Saturday | Once a Month | Six Modules
November 2019 – April 2020

LEARN CORE MANAGEMENT SKILLS

Leadership and Teams: Balancing Management and Clinical Skills

November 1–2, 2019

Professor: Brent Smith, Ph.D.

Participants identify their leadership style – how it fits into their workplace climate and culture and influences decision making.

Financial Decision Making and Reporting for Healthcare Organizations

December 6–7, 2019

Professors: Brian Rountree, Ph.D. and Alex Butler, Ph.D.

Participants read and evaluate healthcare-related financial statements, as well as discover tools used to evaluate individual operating unit performance.

Strategic Marketing and Patient Management

January 10–11, 2020

Professor: 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.

Strategy Formulation and Competitive Analysis: Healthcare Perspective

February 7–8, 2020

Professor: Prashant Kale, Ph.D.

Participants learn to develop, evaluate and implement strategies to generate value and durable competitive advantage and growth in their organizations.

Healthcare Process Mapping and Quality Improvement

February 28–29, 2020

Professor: Amit Pazgal, Ph.D.

Participants learn to understand, analyze, standardize and improve critical hospital-based healthcare processes, while improving efficiency and maintaining patient safety and satisfaction.

Negotiating with and Influencing People

April 17–18, 2020

Professor: Jing Zhou, Ph.D.

Participants sharpen relevant skills and practice techniques that can improve negotiated outcomes in a healthcare context. They diagnose their negotiation competencies and styles and also prepare systematically and efficiently to influence colleagues and subordinates through negotiation.

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. For more information on accreditation and related notifications, please visit: business.rice.edu/hcm

CONTACT INFORMATION

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