



Jointly provided by: Rice University and Baylor College of Medicine

Presented by: Rice University

Friday and Saturday | Once a Month | Six Modules

November 2018 — May 2019

Health care is faced with extreme complexities, breaking the conventional models of how care is perceived, designed and delivered. To address those challenges, health care 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 health care.

WHO SHOULD ENROLL?

- MDs and DOs in significant management and policy positions in health care institutions, including senior medical staff
- 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

ALUMNI ORGANIZATIONS

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

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

LEARN CORE MANAGEMENT SKILLS

**Leadership and Teams:
Balancing Management and Clinical Skills**

November 9-10, 2018

Instructor: 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
Health Care Organizations**

December 14-15, 2018

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.

Strategic Marketing and Patient Management

January 11-12, 2019

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.

**Strategy Formulation and Competitive Analysis:
Health Care Perspective**

February 8-9, 2019

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.

Health Care Process Mapping and Quality Improvement

March 22-23, 2019

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

May 3-4, 2019

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.

CERTIFICATE COST

Per person: \$11,250

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

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CONTACT INFORMATION

Zoran Perunovic

Director of Executive Education

713-348-3720 | zoran.perunovic@rice.edu

Megan Gossett

Program Manager, Health Care

713-348-3056 | megan.w.gossett@rice.edu