

## **EXECUTIVE CERTIFICATE** **IN HEALTHCARE MANAGEMENT AND POLICY**

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

*The Healthcare Management program is designed for high-potential individuals seeking a systems-level understanding of the healthcare sector. It provides in-depth knowledge of the complex managerial and policy challenges that healthcare systems face. You will equip yourself with cutting-edge conceptual frameworks and business-analytic tools to efficiently guide your organization through new realities and challenges.*

### **BENEFITS**

With a diverse range of in-class lectures, case discussions, company visits and industry talks, you'll benefit from a practical and immersive learning experience.

By the end of the program, you will:

- **Gain exposure** to innovative models of care delivery throughout the continuum of care and develop an understanding of the potential they may hold for your organization.
- **Identify and develop successful growth strategies** that are value-driven and aligned with your organization's design.
- **Understand the digital transformation** of modern healthcare organizations and discover the vast potential it holds.
- **Acquire expertise** in key data-driven techniques that will allow you to effectively leverage the wealth of healthcare data that is available today.
- **Learn** how to effectively respond to the value-oriented evolution in healthcare policy, financial incentives, and payment methods, enabling you to design and implement strategies that promote cost-effective, high-quality care.
- **Be equipped with tools** to design and deliver more patient-centric services and build a culture of service excellence.
- **Enhance your leadership skills** and enable you to guide your organization towards greater flexibility, innovation, and adaptability.
- **Develop new skills** to effectively guide, evaluate, and inspire diverse teams, leading to better team performance and outcomes.
- **Learn from best practices**, by studying successful product and service innovation models in healthcare.
- **Gain a competitive edge:** As you develop a deeper appreciation of the state of the art in healthcare, you'll be better equipped to identify opportunities for innovation and gain a competitive edge in the industry.

## PROGRAM

The program consists of two 5-day sessions.

### ■ Session 1 - Healthcare policy (New York)

In New York, the focus will be on the design, implementation and evaluation of the policy frameworks that shape healthcare delivery. The fundamental elements of health systems will be explored to better understand how policies impact their interaction. Basic principles of health economics will be introduced, along with discussions on how they inform the development of financial incentives that steer decision making towards the delivery of value-based care. Additionally, the future of healthcare will be considered, including how machine learning and artificial intelligence are transforming the field through modern health informatics infrastructure.

Throughout the week, participants explore the characteristics of different national health systems in a comparative way through interactions with policy leaders who possess a deep understanding of them. Participants will tap into New York City's health ecosystem, through visits to major healthcare providers and key players in life sciences.

### ■ Session 2 - Healthcare management (Doha)

In Doha, foundational frameworks will be introduced to better understand the interactions between the key players of a healthcare system. The program will delve into the key strategic decisions of healthcare organizations and discuss how operational process design can serve as a significant enabler of strategy. Additionally, the program will introduce approaches to guide the development of patient-centric services. The ongoing digital transformation in healthcare will also be examined, with a focus on how it's driving changes and innovations in managerial decision-making and care delivery.

Throughout discussions, emphasis will be placed on the key challenges of leadership in modern healthcare organizations, how to succeed in empowering employees and how to successfully carry out key change initiatives. As in New York, the discussions will be based on examples from different systems worldwide. By being based in a region where health systems are undergoing rapid changes, valuable insights will be gained from policymakers and senior executives of leading local public and private healthcare institutions.



#### Duration

##### 5-day sessions

New York, USA: November 2023

Doha, Qatar: February 2024



#### Location

NYC, USA then Doha, Qatar

#### Fees

**\$19,500**

*Consult us about group pricing options*

#### Contact

**For more information**

[qatar-healthcare@hec.fr](mailto:qatar-healthcare@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.

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. It can also be beneficial for individuals considering a career shift towards healthcare.

### 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

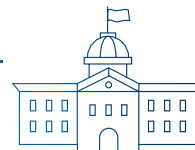
Founded in 1881 by the Paris Chamber of Commerce and Industry, HEC Paris brings together 140 permanent professors, 4,500 students and 8,000 managers in executive education programs every year.

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, one of the world's top ranked programs, 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