

Rutgers Mini-MBA™: Strategic Healthcare Management

STRATEGIC BUSINESS
TOOLS FOR TODAY'S
HEALTHCARE
PROFESSIONALS

MBA and
CME Credits
Available



www.cmd.rutgers.edu/healthcare

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Center for Management
Development

Rutgers Mini-MBA™ : Strategic Healthcare Management

Format:

Thirteen 3-hour modules. Must attend a minimum of 10 sessions to earn a certificate

Participant Profile:

Hospital administrators, clinical practitioners, medical directors, nursing leaders, pharmacists, and healthcare professionals in leadership positions. Individuals considering an advanced Science/Business degree

Credit Available:

3 graduate-level credit waiver upon passing an optional final exam. Credits apply to applicants meeting entrance requirements to the MBA program at Rutgers Business School
39 CMEs, 3.9 CEUs, 39 CPEs

Cost:

\$4,995 includes all instructional materials and fees

The Rutgers Mini-MBA™ may qualify for corporate tuition reimbursement

Ask about Rutgers Alumni discount or team discount

This program has been approved by the New Jersey Department of Labor for workforce training grants. Funding may be available for those receiving unemployment benefits. Contact us for more information

Faculty:

Leading professors from Rutgers Business School, the School of Management and Labor Relations, Rutgers Law School, and industry experts in areas of Strategic Healthcare

Program Overview

The role of healthcare in U.S. society is increasingly complex and intertwined with business. That's why today's healthcare leaders need a keen understanding of business strategy and finance in addition to diversifying their healthcare knowledge and expertise. The Mini-MBA™: Strategic Healthcare Management Program is designed to address this need.

Participating in this program will give you the strategic business skills that you need to navigate today's rapidly changing healthcare management environment and increase your understanding of the pressures exerted by the current healthcare dynamics.

This program is offered both for individuals in Open Enrollment classes or may be customized for organizations and offered at their location.

Who Should Attend

The Mini-MBA™: Strategic Healthcare Management Program is a great opportunity to gain valuable skills. A wide range of individuals should consider attending, such as:

- Hospital administrators, clinical practitioners, medical directors, nursing leaders, pharmacists, and healthcare professionals in leadership positions
- Individuals preparing for expanded leadership positions in healthcare management and administration
- Healthcare professionals who plan to establish their own private practice
- Anyone considering an MBA or Professional Science Master's degree that combines advanced science and business

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Learning Objectives

- Acquire new vision for healthcare management focused around patient outcomes and experiences
- Understand the economic, management and operational complexities of healthcare, healthcare providers and practitioners
- Learn about the healthcare marketplace, business strategies in non profit institutions, and the use of information technology in healthcare
- Adapt to the challenges of healthcare delivery, strategic management issues and facilities operation
- Apply analytical tools to determine tradeoffs across economic options
- Gain insight into managing people, processes and organizations for strategic transformations in healthcare
- Best practices of healthcare providers in the field

Call or email for more information:

732/483-7165 • healthcare@cmd.rutgers.edu

www.cmd.rutgers.edu/healthcare

Taught using focused learning experiences and relevant case studies, the Rutgers Mini-MBA™: Strategic Healthcare Management covers a wide range of topics vital to today's healthcare professionals. Delivered in three hour modules selected from the following:

ENVIRONMENTAL DYNAMICS

- Future Challenges in Healthcare: Globalization, New Technologies, Talent, and Competition
- Public Policy and Healthcare Economics
- The Healthcare Marketplace: Evolving Stakeholders, Decision-makers and Payers

ORGANIZATIONAL EFFECTIVENESS

- Designing Effective Healthcare Organizations
- Supply Chain Management
- Medical Technology Systems
- Quality and Safety
- Practice Management

STRATEGIC TRANSFORMATION

- Ethics and Social Responsibility
- Strategic Marketing and Positioning
- Market Dynamics and Strategy Development
- Managing Strategic Transformation in Healthcare

FINANCIAL PRINCIPLES FOR BETTER DECISIONS

- The Principal Financial Statement: Understanding Healthcare Transactions
- Financial Tools for Healthcare Decision Making

13 week open enrollment programs are scheduled for Sept. 2009 and March 2010. A 1 week accelerated class will be held in Jan. 2010.



Strategic Partners

Saint Peter's University Hospital designates this educational activity for a maximum of 39 AMA PRA Category 1 Credit(s)™. Physicians should only claim credit commensurate with the extent of their participation in the activity. Target Audience: Physicians in practice, healthcare professionals and other relevant parties.

This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Medical Society of New Jersey (MSNJ) through the joint sponsorship of Saint Peter's University Hospital and Rutgers Center for Management Development. Saint Peter's University Hospital is accredited by MSNJ to provide continuing medical education for physicians.

The Rutgers Mini-MBA™ Family of Programs

Introduced in 2003, the Mini-MBA™ was created to meet the urgent need for creative thinking, problem solving, and innovation confronting businesses across all industry sectors. Its purpose is to fill in the gaps in the cross-disciplinary knowledge of functional experts, enabling them to solve complex problems across functions.

- Mini-MBA™: Business Essentials
- Mini-MBA™: Finance Essentials
- Mini-MBA™: Leading Strategic Innovation
- Mini-MBA™: Entrepreneurship
- Mini-MBA™: BioPharma Innovation
- Mini-MBA™: BioPharma Entrepreneurship
- Mini-MBA™: Strategic Healthcare Mgmt.
- Mini-MBA™: Strategic Marketing Mgmt.



“ As a practicing physician and a small business owner, I found the Rutgers Mini-MBA™ insightful & informative. The lectures and discussions have practical use in a physician’s office setting. The entire experience was extremely valuable and enjoyable! ”

Niranjan V. Rao, M.D. FACS
Central Jersey Surgical Specialists

“ The program has had a profound impact on our organization. Not only was the material presented relevant and informative, it can and will be applied strategically to improve the performance of our hospital. ”

Al Glover, CEO
Saint Peter’s University Hospital

Offer This Program At Your Location!

Bring the expertise of Rutgers’ nationally recognized faculty directly to your workforce.

Benefits include:

- **Sessions tailored to your organization**
- **Delivered at times convenient for your staff**
- **Minimizing travel costs and time**
- **Group learning and networking**
- **Ideal forum for management to join in program delivery**
- **Co-branded certificates**

Partner with Rutgers Center for Management Development at your location to develop your staff and leverage the competitive advantage of your workforce. Our flexible approach centers on your needs, delivering customized on-site programs that have produced results for many organizations in and outside the New York metropolitan area.

Contact Us:

Contact Rutgers Center for Management Development at **732/483-7165** or email **healthcare@cmd.rutgers.edu** for information on bringing this program to your location.

REGISTRATION FORM

Rutgers Mini-MBA™: Strategic Healthcare Management

First Name _____

Last Name _____

Job Title _____

Company _____

Work Address Home Address

Street _____

City _____ State _____ Zip Code _____

Day Telephone _____

Fax _____

Email Address _____

Session Starting Date _____

Location _____

Academic Degrees _____ Year _____

Received from _____

Registration Fee: \$4,995 includes tuition and all instructional materials.

Check enclosed payable to Rutgers, The State University of New Jersey.

Purchase order enclosed: No. _____

Bill my credit card: American Express MasterCard Visa

Card No. _____

Expiration date (month/year) _____

Your name as it appears on the card _____

Signature (required) _____

Cancellations and transfers will be accepted without charge if written notification is received any time up to 10 business days prior to the program start date. Cancellations or transfers made on or after that time are subject to the full cost of the program. Registrants who fail to attend and do not cancel prior to the start date will be responsible for the full cost of the program. No credit toward a future session will be granted.

Substitutions may be made before the start of the program. Written notification must be made in advance.

TWO WAYS TO REGISTER

1. Fax the completed registration form* to **732/445-5665**.

2. Mail the completed registration form* to:

Center for Management Development, Rutgers, The State University of
New Jersey, 94 Rockefeller Road, Suite 215, Piscataway, NJ 08854-8098

For further information, please call **732/483-7165** or

email: **healthcare@cmd.rutgers.edu**

* A registration form can also be found at **www.cmd.rutgers.edu/healthcare**



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Center for Management Development

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