



HEALTH CARE-ER

MBA

Health Care
Management &
Hospital
Administration



Health is Wealth

Health is the most important sector in the economy of a Nation. Health care is the world's largest industry growing at a steady pace of more than 20%. Health care world over, has witnessed phenomenal growth despite recession and economic downturns. Reports suggest that health care is going to be one of the major sectors that will fuel economic growth across the globe. Not surprisingly, health is considered to be wealth for individuals as well as nations.

A Nation's health is judged by the health of its citizens. A country whose public health systems are not good is burdened with disease-afflicted, non-productive people who indirectly are a burden on its economy. Progress in the health care sector mirrors a country's growth and any country should ideally strive to achieve world class, state-of-the-art health care in an ethical environment. Efficient, Effective, Economic health care combined with concern, courtesy and compassion should be the vision of any progressive economy.

Health care as a service rendered to high ethical and professional standards enhances the image of a country domestically as well as internationally and Health care professionals who work in such environment excel in their performance and earn the admiration of the community.



Health Care in India

Health care in India is currently worth 65 billion US Dollars; projected to cross 100 billion US Dollars by 2015. This implies that there is tremendous scope for growth in the health care industry both in terms of Quantity and Quality.

By 2030 India will have 68 cities with a million-plus population and as much as 590 million Indians will live in cities. This is going to be a challenge as well as an opportunity to the Indian health care providers who are well known across the globe for their enterprise.

Growing population, increasing spending power, cheaper treatment costs when compared to the west, increased health insurance awareness and penetration, enterprising healthcare service providers offering novel services, increasing medical tourism due to treatment efficiency and cost advantage, encouragement from the government in terms of tax holidays, increasing international collaboration, growing foreign-direct-investment, all these factors are going to boost the growth of the health care industry.

There is a huge demand-supply gap in the health care industry in India and due to this demand-supply mismatch, there is enormous potential for growth in India. As per a WHO study, India presently has a bed deficit of approximately 30 lakh beds and the only solution to this is organized private health sector. 74% of the total spending on health care in India is from the private sector, thus the private sector hospitals have a major stake in the health care industry.



Bright Future

India is witnessing a large number of mergers and acquisitions in the health care sector, especially in areas like cardiology, neurology, joint replacement etc. The penetration of Health Insurance in India is only 2% and this figure is expected to rise to 20% in the next five years triggering the growth of the health care industry. As per industry sources, almost 5 million foreigners have availed treatment in Indian hospitals. With health care costs almost one tenth that of western countries the medical tourism industry is expected to grow steadily.

Medical Entrepreneurs are increasingly getting attracted to 2 tier and 3 tier cities to set up new hospitals because of tax sops, rising disposable incomes and increasing penetration of insurance.

The latest trend is Mega hospitals with 1500/2000 beds, Health cities where there is treatment available for every conceivable ailment and Med-tech parks on the lines of IT parks. Dr. Naresh Trehan, the well known heart surgeon has already set up a Medi-city in Gurgaon on the outskirts of Delhi. This is the future trend of Health care in India.

Also to encourage medical tourism, the government is providing a variety of sops including lower import duties and higher depreciation rates on medical equipment, as well as easy visas for foreigners who seek medical care in India.

The future of Health care looks bright with the addition of many new hospital beds, deeper penetration of super specialty health care, greater coverage of insurance facilities, and increasing medical tourism. The health care industry is poised to grow, offering enhanced career opportunities, especially for professionally qualified health care managers. The future looks challenging as well as rewarding.



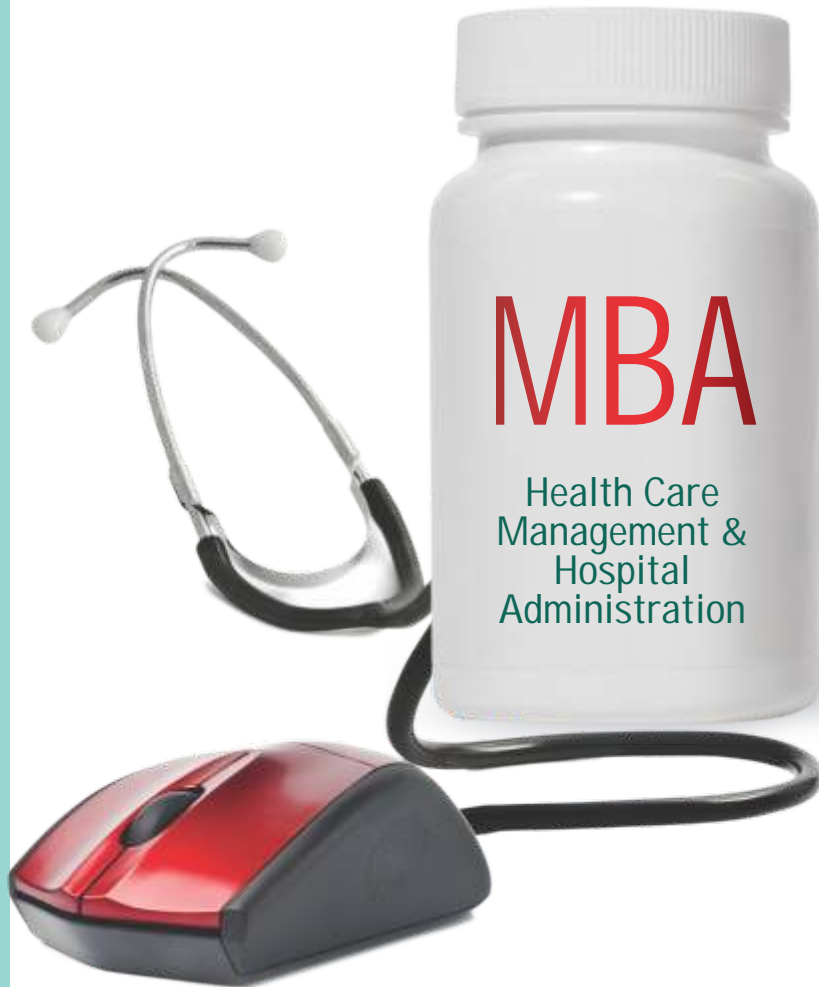


Career Opportunities

- + Health Care sector is one of the largest employment generating sectors both in India and abroad.
- + Dr. Pratap Reddy the founder of Apollo Hospitals has said that the biggest challenge for him and Apollo is filling the void in human resources.
- + The fast-expanding domestic health care industry is the third largest employer but it is severely short of qualified, skilled manpower.
- + According to the Ministry of Health, there is a shortage of 2 million health care professionals in the country.
- + There is a huge demand for skilled, qualified and trained health care administrators.
- + Considering that one skilled administrator is required for every 50 employees, there will be a requirement of at least 50,000 health care administrators.
- + New retail clinics (Apollo, Vasan Eye Care, Thyrocare etc.) single specialty hospitals (Dental Care, Child birth, Skin care) and Secondary and tertiary care centers' have boosted the demand for Health care Managers.
- + HCG the specialist in cancer care is now expanding the scope of its network by venturing into the multi-speciality space apart from Oncology.
- + Hospital administration and management is getting more and more professional and being increasingly outsourced.
- + More hospitals are becoming quality conscious and are hiring health care professionals for quality gap analysis and streamlining of operations.
- + The Government's latest health insurance plan designed for the poor, spearheaded by the Labour Ministry, is also providing a fillip to the health care industry.

- + The Rashtriya Swasthya Bima Yojana program which relies on cashless smart cards has already enrolled 110 million Indians; this is expected to give a huge boost to the health care industry.
- + As per the MOFOI employment trends survey 2010, the health care industry has witnessed the most post-recession recruitment with an addition of 2,95,500 jobs.
- + While most public and private sector industries in India have been downsizing operations, Indian health care industry has been adding manpower.
- + Hospitals and diagnostic centers in India have attracted FDI (Foreign Direct Investment) to the tune 1.4 Billion US \$ which in turn is going to trigger manpower requirement in the health sector.
- + Public Private Partnership [PPP] in the health care industry is necessitating the need for qualified health care professionals.
- + The wide choice of Hospitals which patients have before them today is creating huge pressure on existing hospitals to revamp, reorganize, modernise and become efficient. This trend creates an urgent need for qualified and skilled health care managers.
- + To free up a doctor's time, important administrative and business functions of hospitals like HR, Finance, accounting, Marketing, PR, Operations, House Keeping, Security, Logistics and Supply Chain Management, IT management, Quality Management etc., are increasingly being handled by domain experts who are health care managers.
- + Doctors need more time to focus on the patient and the only way they can get that extra time is by delegating administrative and management responsibilities to professional health care managers.





MBA in Health Care Management and Hospital Administration

GEMS B SCHOOL - Bangalore, a seven year old business school, pioneer in India in Industry Synergised MBA programs in specializations like Retail, Events, IT, Logistics and Supply Chain, Marketing, HR, Finance, SAP in association with a UGC recognized, Government-owned, Indian University is now offering an MBA in Healthcare and Hospital Administration.

Students who pursue this course have an opportunity to intern with HCG - a leading Hi-tech, professionally managed, globally renowned cancer-care network and earn valuable experience, and also learn modern management techniques from highly accomplished, richly experienced, world class managers / faculties in the beautiful GEMS B SCHOOL campus located in the picturesque Bangalore Palace in Bangalore. Students on completion of this MBA will also have an opportunity to work for any one of the 30 branches of HCG subject to eligibility and availability of vacancies.

This program is meant for medical/Para-medical professional like **Doctors, Dentists, Pharmacologists, Nurses, Physiotherapists, Microbiologists, Biotechnologists** etc who are not very keen to pursue clinical or lab work but are interested in taking up leadership roles in Healthcare management and Hospital Administration, also for those who are in the process of inheriting or taking over a family owned hospital or laboratory or aspiring to start a health care business of their own. The main objective of this program is to create successful health care **Entrepreneurs/Managers**.

This program presents a Golden opportunity to all those whose's life's ambition was to get into the Health Care domain but couldn't get into it due to whatever reason.

On successful completion of two years of work and study, the student will be awarded a full time MBA and not PGDBM or executive MBA. This MBA, as it is awarded by a Government owned, UGC recognized university, is recognized by all government and private organizations. Hostel accommodation is provided for boys and girls during all the two years at an extra cost. Hostel stay is optional.

Fees can be paid in eight easy installments once in every three months over a period of two years and the fee for this program has been designed to suit the purse of all sections of society. No donations are charged. Bank loan assistance in the form of information, furnishing of loan documents etc is available.

Students who have completed or appeared for their degree exams in any discipline are eligible to seek admissions to this program.

This is a globally focused, no-nonsense, hard core learning program conceived with the only intention of conditioning youngsters for a challenging career in Health care management both in India and abroad with a lot of emphasis on Entrepreneurship. Students will have to be committed and focused to be able to complete this program successfully.

Unlike the run-of-the-mill MBA programs this is a physically and mentally challenging program which requires the student's **Endurance** and parents' **Encouragement**.





Fee Structure

Rs. 3,90,000/- for the whole course
payable in 8 installments

1st Installment : Rs. 75, 000

2nd Installment : Rs. 75,000

3rd Installment : Rs. 40,000

4th Installment : Rs. 40,000

5th Installment : Rs. 40,000

6th Installment : Rs. 40,000

7th Installment : Rs. 40,000

8th Installment : Rs. 40,000

Note: Installments payable once every
3 months

Our vision is to transform scholars into professionals and dreamers into achievers.

Our mission is “Good to great in two years straight”.

Great Eastern Management School - Gems B School, conceived by experienced academicians and inspired by accomplished professionals, is a mission initiated with the exclusive purpose of “Igniting Excellence” in young minds. Its vision is to elevate the standards of health care management education with a curriculum that is robust, content rich and industry relevant.

The faculty comprises of a team of richly experienced and highly accomplished professionals and academics with decades of hands-on experience. This unique course and its methodology is designed to be absolutely student friendly and at the same time matching global standards

Special inputs will be provided to students in entry level skills like personality enrichment, aptitude test skills, GD skills, interview skills etc.

Intensive training in corporate skills like English Communication, Leadership, Relationship Management, Team Building, Entrepreneurship, Working in virtual teams, Problem solving, Negotiating, Decision making, Video conferencing, Teleconferencing etc., will also be provided.

Gems B School's strategic alliance with reputed Indian and International Universities and synergy with Corporate Hospitals enable students to have an internationally acclaimed post graduate degree fortified with real-time industry exposure. Its central campus located in the heart of Bangalore city, amidst sylvan surroundings, in the precincts of the Bangalore Palace, offers an unparalleled ambience which is stimulating and soothing. Studying here is an experience of a life time.

Students after completion of this MBA programme will also have an opportunity to pursue their PhD. in the same University at an extra cost at the then prevailing norms.

GEMS B SCHOOL is a Business School which enjoys the confidence of the industry because of the high quality of students it consistently produces.

Students will be provided with two sets of uniforms and a laptop of the management's choice.

Students will have opportunities to attend seminars and workshops.

Students will also have an option to do a short internship /certificate programme in an associate foreign university at their own expense.

Salient Features

- + Industry Relevant Curriculum
- + Tangible skill development
- + Case study methodology
- + Seminars and Workshops
- + Faculty from industry
- + Most Economical
- + Highly flexible and student friendly
- + Experiential learning
- + Excellent environment
- + Hostel Facility available
- + 100% placement assistance assured
- + Work and study
- + Learn and Earn
- + Industry Experience
- + Encouragement for Entrepreneurship
- + Internship in a leading hospital





The Specialist in Cancer Care

HCG is the knowledge partner of GEMS B SCHOOL in this program. Students while pursuing this MBA program will also work at HCG in different departments and on successful completion of MBA and satisfactory completion of work will be awarded a valuable experience certificate by HCG.



GEMS  **B SCHOOL**
THE CAREER CATALYSTS
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