



Management Development Programme for Healthcare Professionals

Hospital management has assumed added significance in the light of increased cost for medical care, increase in lifestyle diseases and aging population. Ayushman Bharat, liberalization of insurance sector has added a new dimension to the delivery and pricing of healthcare services. Poor quality of service not only waste resources but is certainly dangerous to the health and welfare of the patients and community at large.

Hospital administrators, therefore, need a certain amount of professional management inputs so as to manage hospitals efficiently and effectively.

Objectives

The objective of the program is to equip the participants with the essential management inputs for efficient and effective management of their hospitals.

Participants

The program is designed for medical, para-medical and non-medical professionals who are in the senior management or administrative positions. The target audience for this program would include Doctors, Administrators and stakeholders who have interest and motivation to learn and improve hospital services.

Program Contents

Hospital as an Organization

Patient Satisfaction

Patient orientation for hospitals

Service quality management

Value chain analysis

Managing service delivery

Integrated marketing communication

Branding strategy

All contact sessions will be conducted on Saturday evening 6.30pm-8.00pm



**Management Development Programme
Knowledge And Resource Management
September 2018 – February 2019
Registration Form for Participant**

Full Name : _____
First name Middle Name Surname

Qualification : _____ **Specialization:** _____

Designation : _____

Date of Birth : _____
Day Month Year

Name of the Hospital & Full Address:

Permanent Address:

Contact / Mailing Address:

e-mail: _____

Phone / Mobile: _____