



EXECUTIVE HEALTH CARE MANAGEMENT EDUCATION

PROGRAM OF STUDY

THE FOUR HEALTH CARE MANAGEMENT COURSES emphasizes real-world applications. To achieve the certificate, students need to complete the three core courses and one (of two) electives:

CORE COURSES

Health Systems Management

This survey course introduces an advanced understanding of health systems. Topics include: health economics, population-based approaches to health care, how health systems operate, strategic assessment, macroeconomics, principles of capitation and risk, budgeting and finance, health business professionalism, and principles of quality.

Economics of Health and Health Policy

Sessions focus on the market for health care and its financing, the role of government, the impact of innovation, incentives for quality, and economic evaluation. This investigation introduces underlying economic theory, emphasizes real-world examples, and incorporates a discussion of current health care and public health policy issues.

Strategic Leadership in Health Care

The course introduces students to concepts, principles, and practices of strategic management in health care settings. Topics include: negotiation, leadership, organizational design, organizational culture, strategic plan development, and stakeholder and SWOT analyses.

HCM ELECTIVES

Health Care Finance

This course starts with an introduction to basic financial management concepts and delves into health care-specific topics including: accounting and financial statement interpretation; risk, return, time value of money; capital decision making; operational and capital budgeting; risk analysis; tactical alternative analysis; and forecasting.

Population-Based Management

This course presents techniques of epidemiology and biostatistics to evaluate population-based health programs as they can be practiced in public health, prevention, and health care quality management settings.

THE HCM PROGRAM IS FOR:

- Health care professionals looking to develop business skills in finance, management, negotiation, strategy, and leadership.
- Administrators and managers seeking the expertise needed to take on greater financial, quality improvement, and managerial responsibilities.
- Non-health care professionals who have already or are interested in transitioning to health care.

WRIGHT STATE
UNIVERSITY



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BOONSHOFT SCHOOL of MEDICINE

WRIGHT STATE UNIVERSITY

RAJ SOIN
College of Business
WRIGHT STATE
UNIVERSITY

A UNIQUE CHALLENGE

WITH ADVANCES IN NEW TECHNOLOGY and the heightened demand for health services by the baby boomers, the era of rapid change that has characterized the health care sector will continue into the foreseeable future. With change, opportunities will arise for many who are willing to adapt.

Those who possess the right management skills and understand the complexity of the health care marketplace will be in a position to successfully lead organizations and benefit professionally.



AN ADVANCED CURRICULUM

WRIGHT STATE UNIVERSITY'S (WSU) HEALTH CARE MANAGEMENT (HCM) PROGRAM offers an executive curriculum for health care professionals and administrators that is designed to develop the strategic management and leadership skills of its students.

Recognizing that the business of health care is dramatically different from other sectors, participants will be introduced to advanced business concepts, evaluation techniques, and strategic thinking so they can lead effectively, improve quality, increase productivity, and better manage organizational costs.

Co-sponsored by WSU's Raj Sooin College of Business and the Boonshoft School of Medicine, the HCM program is designed for physicians, managers, nurses, pharmacists, other health care providers and administrators who are employed full time, but who can benefit from master's-level business courses.

Classes are typically held one evening a week, and students who complete the year-long program are awarded a Certificate in Health Care Management.



Those who possess the right management skills and understand the complexity of the health care marketplace will be in a position to successfully lead their organizations and benefit professionally.



FURTHER ENHANCE YOUR EDUCATION

PROGRAM GRADUATES who desire to enhance their education further can apply to either the AACSB International-accredited **MBA Program** at the Raj Sooin College of Business or the **Master of Public Health Program**. All course credits from the HCM Certificate Program are transferable to these WSU masters programs.

WHY WRIGHT STATE UNIVERSITY?

WE STRIVE TO PROVIDE AN OPTIMAL BALANCE between high-quality instruction and executive-style convenience. Our program provides:

- Access to dedicated faculty members who possess real-world business experience and who recognize that most HCM program participants have demanding full-time positions.
- An educational experience enhanced by a diverse cohort of participants with varied professional experiences and training backgrounds.
- The opportunity to utilize Web-based, distance-learning tools to complement weekly instructor-led class sessions.
- Light meals and most learning material so participants can use their time efficiently and focus on their education.
- A convenient, off-campus teaching environment designed for graduate-level instruction which is located at the Research Park in Kettering (near U.S. 35 and I-675).
- Course registration handled by our dedicated, customer service-oriented program staff.
- CME credit for health care providers.



INFORMATION SESSIONS

THOSE INTERESTED IN LEARNING MORE about the HCM Program are encouraged either to attend an information session or schedule a convenient time to meet personally with the program director.

TO APPLY

SINCE THE HCM CERTIFICATE PROGRAM INVOLVES GRADUATE COURSE WORK, individuals admitted to the program are required to have a bachelor's or advanced graduate degree. An application can be obtained from the program Web site or by phone. The application deadline for enrollment in the HCM Certificate Program occurs annually each February, with the program beginning usually in the last week in March.



CONTACT INFORMATION

For additional information please check the HCM program Web site at <http://www.med.wright.edu/hsm/certificate>

For questions, to obtain an application packet, to schedule a visit, or find out about information sessions please call (937) 258-5555 or send e-mail:

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Just what I needed in my career! The program has helped me have a better understanding and more control over forces that drive health care and my practice.

—HEMANT SHAH, M.D., PULMONARY MEDICINE OF DAYTON

