

Master the 7 secrets to build a successful Hospital!



Founders' Module
Governance for Growth



Finance -
Managing Growth



Economies of Scale -
Re-imagining Hospital Infrastructure

Economies of Scope -
Human Resources as a
Competitive Advantage



**Clinician Engagement,
Patient Centricity & Quality -**
Customers as Marketers

Future Ready Hospital -
Operating in a Digital Age with
Technology as a Profit Centre



Operations & Marketing -
Service Marketing in the Digital Age



Be the Best Hospital!

First Ever Course to Support the Growth and Innovation in Small and Medium Hospitals

Executive Leadership Programme for Founders & CEOs: Micro, Small & Medium Hospitals

Jointly Offered by:



MSMH (Micro, Small and Medium Hospitals) are healthcare organizations with beds segmented as Micro 1 to 20 beds; Small >20 beds to <50 beds; Medium >50 beds to < 300 beds and located primarily in the tier 2,3 and 4 cities in India. This nomenclature is a creation from research conducted by Academy of Digital Health Sciences and Health Parliament. MSMH nomenclature brings to focus the opportunity for growth intervention through various policy and development program framework of the MSME sector.

Applications for Batch II are now Open!

Some of India's largest hospital chains started with just one or two beds, growing to become world-renowned leaders in healthcare.

Discover the secrets behind their incredible journey here!



Faculty



Dr. Rajendra Pratap Gupta
Chairman,
Academy of Digital Health Sciences



Dr. Devi Shetty
Chairman & Executive
Director, Narayana Health



Dr. B.S. Ajaikumar
Executive Chairman,
HealthCare Global
Enterprises Ltd.



Dr. Ram Kumar Kakani
Director,
Indian Institute of
Management, Raipur



Dr. Krishna Reddy
Co-Founder,
CARE Hospitals



Dr. K. Madan Gopal
Advisor – Public Health
Administration, NHRSC –
MoHFW, Government of India



Mr. Bhavdeep Singh
Former CEO, Fortis
Healthcare; Founding
Partner, WHA Partners &
Whitehawk Associates LLC



Dr. Manivannan Selvaraj
Founder and Managing
Director,
Kauvery Group of Hospitals



Mr. Ratan Jalan
Managing Director,
Medium Healthcare Consulting



Dr. Nandakumar Jairam
President, GAPIO;
Former Chairman,
Columbia Asia Hospitals
Pvt. Ltd.



Dr. Vivek Desai
Managing Director,
Hosmac India Private Limited



Dr. Dhruv Joshi
Co-Founder & Global CEO,
Cloudphysician



Commander Navneet Bali
Chief Executive Officer,
Clearmedi Healthcare Pvt. Ltd.



Ms. Soma Pandey
Former Global Lead-
Talent Management,
Cognizant



Dr. Sanjeev Prashar
Professor (Marketing),
IIM Raipur



Dr. Shuchin Bajaj
Founder Director,
Ujala Cygnus Hospital



Mr. Ayanabh DebGupta
Co-Founder & Joint MD,
Medica Hospitals



Mr. Mudit Dandwate
Co-Founder & CEO,
Dozee (Turtle Shell
Technologies Pvt. Ltd.)

To view more, visit: <https://www.digitalacademy.health/faculty/>

Learn from the most successful Hospitals CEOs and Founders

Module 1:

Founders' Module – Governance For Growth

Module 2:

Finance - Managing Growth

Module 3:

Economies of Scale - Re-imagining Hospital Infrastructure

Module 4:

Economies of Scope - Human Resources as a Competitive Advantage

Module 5:

Clinician Engagement, Patient Centricity & Quality-Customers as Marketers

Module 6:

Future Ready Hospital - Operating in a Digital Age with Technology as a Profit Centre

Module 7:

Operations & Marketing- Service Marketing in the Digital Age

Every lecture will give you an idea/solution to implement!



Vision

Transform Small Hospitals into SMART Hospitals to be the preferred choice for patients

Why this course?

- In India, more than 80 percent of healthcare is provided by hospitals with less than 100 beds and yet, they face multiple challenges.
- Academy of Digital Health Sciences in collaboration with Indian Institute of Management- Raipur has launched the first-of-its-kind course for the Founders and CEOs of Micro, Small and Medium Hospitals to enable them to be the preferred care service provider for patients.
- This first-of-its-kind “execution focus”, immersive programme is designed to enable healthcare systems where we have many sustainable Small Health Care Organizations reaching the remotest parts of the country providing quality care that is affordable, accessible, and accountable.
- Our aim is to convert ‘Small Health Care Organizations’ to ‘Smart Health Care Organizations’ and compete with the big and the best.



Course Reviews

(Batch I)

Overall the program has given us completely new insights into our understanding of hospitals. The program has been structured very well. Most of the guest lectures are very insightful and practical. The lectures are highlights of the program.

-Dr. Devender Singh,

Chief Cardiothoracic and Transplant Surgeon,
Baroda Heart Institute ,Vadodara

The MSMH course is an excellent learning program. It not only covers the basics but also connects them with contemporary examples, demonstrating their real-world application. While studying, it initially feels straightforward, but as you delve into each PPT, video, and article, you realize there's much more to learn and implement. The concepts are presented in a simple, interconnected manner, making the learning process engaging and insightful.

-Dr. Keerthi Prathi,

Proprietor & Dental Surgeon,
AUM Badrinath Dental & Physiotherapy Clinic



Course Structure

Duration:

6 Months

Mode:

Online Self-Paced Learning

Course Study material:

The course involves asynchronous lectures (pre-recorded), case studies, live interactions, and immersive workshops at IIM Raipur

Assessment & Evaluation

Quiz and Case Studies

Certificate awarded by:



Academic Calendar

Month 1 & 2

Module 1: Founders' Module – Governance For Growth

Month 3

Module 2: Finance - Managing Growth

Month 4

Module 3: Economies of Scale- Re-imagining Hospital Infrastructure

Module 4: Economies of Scope - Human Resources as a Competitive Advantage

Month 5

Module 5: Clinician Engagement, Patient Centricity & Quality- Customers as Marketers

Month 6

Module 6: Future Ready Hospital- Operating in a Digital Age with Technology as a Profit Centre

Module 7: Market Leader: Operations & Marketing- Service Marketing in the Digital Age

Eligibility Criteria

This course is for Founders, CEOs and Senior Management of Hospitals

Selection Process

For admissions, profiles will be reviewed and there will be direct interaction with the Academic/ Admissions team.

Fee Structure

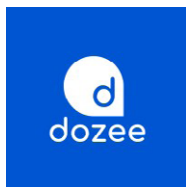
INR 2 Lacs + Applicable taxes
3- Day Contact Programme at IIM Raipur (optional)*

*INR 30,000 + Applicable taxes

Kindly note that participants will have to arrange for their own boarding and lodging.

Alumni Status Charges will be in accordance with IIM Raipur policies.

Learn from the Industry Stalwarts



P. D. HINDUJA HOSPITAL
& MEDICAL RESEARCH CENTRE



Apply Here:

https://admission.iimraipur.edu.in/admission/elpmsmh_application/index.php

Or
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<https://iimraipur.ac.in/>

**Indian Institute of
Management-Raipur**



<https://www.digitalacademy.health/>

**Academy of Digital Health
Sciences**

E: digitalhealth@iimraipur.ac.in
M: +91 8085576917



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[iimraipurofficial](https://www.instagram.com/iimraipurofficial)

E: office@digitalacademy.health
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