

**19<sup>th</sup> Healthcare Executive Management Development Program (HxMDP) organized by AIIMS Jammu and IIM Jammu in association with RFHHA from 18-23 September, 2023 to be held at Jammu.**

We are all aware that successful Healthcare organizations do not just happen and they do not just stay successful. They flourish because individually successful people do the right things at the right time in the right circumstances. This is specially true for the Healthcare Institutions. Medical professionals in leadership roles in hospitals and other healthcare organizations require competencies and approaches to health systems that are significantly different from the core clinical expertise that most professionals possess. In a study done by the Department of Hospital Administration, AIIMS, New Delhi on the competencies of Indian Healthcare Leaders found that most respondents felt the need to acquire necessary leadership and managerial skills and competencies. The domains of skill gaps that were identified in the study are – Accountability, Strategic Orientation, Relationship Building, Process Management, Financial Management, Achievement Orientation, Performance Management and Human Resource Management.

The Healthcare Executive Management Development Program (HxMDP) aims to *“Bridge the gap in the Leadership and Managerial skills & competencies and enhance healthcare leaders’ abilities to plan, organize, control, and lead their organizations and enable them discover new ways to effectively manage and appropriately prioritize issues, effectively manage challenges and lead their organizations and people to new directions.”*

The Healthcare Executive Management Development Program (HxMDP) was launched in 2007 and seventeen Programs have been successfully held under the aegis of AIIMS, New Delhi, Department of Hospital Administration. The eighteenth Program, was conducted from 20<sup>th</sup> to 27<sup>th</sup> November, 2022 as a joint program of All India Institute of Medical Sciences (AIIMS), Jammu ([www.aiimsjammu.edu.in](http://www.aiimsjammu.edu.in)) and Indian Institute of Management (IIM), Jammu ([www.iimj.ac.in](http://www.iimj.ac.in)) in association with Research Foundation of Hospital & Healthcare Administration (RFHHA) ([www.rfhha.org](http://www.rfhha.org)). The HxMDP is now established as an iconic Management Development Program (MDP) in Hospital & Healthcare Management and has benefitted over 700 participants from within the country as well as from SARRC nations, Africa and countries in the Indian Ocean Region.

The **19<sup>th</sup> HxMDP** will be organized as a joint program of All India Institute of Medical Sciences (AIIMS), Jammu ([www.aiimsjammu.edu.in](http://www.aiimsjammu.edu.in)) and Indian Institute of Management (IIM), Jammu ([www.iimj.ac.in](http://www.iimj.ac.in)) in association with Research Foundation of Hospital & Healthcare Administration (RFHHA) ([www.rfhha.org](http://www.rfhha.org)) from **18-23 September, 2023** at Jammu.

This fully residential program is designed for professionals in leadership positions in public or corporate/private healthcare organizations viz. *Institute Directors, Medical Superintendents, Medical Directors, CEOs, Heads of Departments, Directors of Centres of Excellence in Healthcare* etc. Those involved in policy formulation, resource utilization, cost optimization, project management, program development & implementation at Central & State Government Hospitals / Medical College Hospitals would also benefit from the Program.

The intake capacity of the program is limited to 50 only and the participants shall be registered on **First Come First Serve Basis. The registration and payment details are mentioned on Page 4 of the Brochure.**

*For more details kindly visit our website [www.aiimsjammu.edu.in](http://www.aiimsjammu.edu.in)*

*Please contact Dr Sanjolly Gupta, Contact No. 7051894259 for any clarification.*

## 19<sup>th</sup> Healthcare Executive Management Development Program (HxMDP)

### TOPICS LIST

Session No.	Topic
1	Leading, Succession & Strategic HR planning
2	Leading Teams & Groups; Resolving Conflicts
3	From autonomy to teamwork
4	Staff Structures - Hierarchies, Task Forces, Committees, Work Groups
5	Strategic Planning for Hospitals
6	Change Management
7	High-Reliability Systems
8	Hospital Services Management
9	Applied Operations Research in Hospital Logistics Management
10	Managing & Measuring Physician Performance
11	Communications strategy for Hospitals
12	Internal Communications – Foundation of Organization Culture
13	Handling Media & VIPs
14	Leveraging Healthcare Technology Assessment
15	Leveraging IT Systems for operations excellence
16	Leveraging Web Presence & Social Media
17	Quality as Strategic Imperative
18	Sustaining Quality Systems & Processes
19	Building Safety Culture
20	Cost of Quality & Safety
21	Ethical Management Framework for Hospitals
22	Essentials of Health Law & Applied Aspects
23	PPP, Sourcing & Procurement
24	Materials & Supply chain Management
25	Population Health & Pandemics Response
26	Mass Critical Care Management - Scaling the Skill!
27	Healthcare Facilities Planning – Essential Imperatives
28	Next Generation Learning Systems
29	Future Proofing Healthcare workforce



AIIMS JAMMU



IIM  
JAMMU  
सा विद्या या विमुक्तये



RFHHA

19<sup>th</sup>  
**HMDP**

# HEALTHCARE EXECUTIVE MANAGEMENT DEVELOPMENT PROGRAMME

18<sup>th</sup>-23<sup>rd</sup> SEPTEMBER 2023 | JAMMU, INDIA



A Joint Programme of AIIMS Jammu & IIM Jammu  
in association with RFHHA





## The Context

Establishing and maintaining healthcare organizations with continued success primarily depends on the contributing individuals and various teams who create a clear direction and shared vision to have a focus on patient's needs with good administrative acumen and a wide gamut of skills. Organizations flourish when lead by those who work with Individuals and Teams, Create a Clear Direction and Shared Vision, Focus on Patient needs, and have Good Administrative Acumen and Skills.

Medical administrators are often appointed to leadership roles by virtue of their expertise and eminence in clinical domains but, the need for the development of core competencies related to the administrative skills of their roles is most often overlooked. Formal management training generally is not a part in the career progression, even though knowledge in the domains of human resources, legal & ethical issues, equipment management, financial management, hospital operations, hospital performance, quality & patient safety, etc. is required to the success of healthcare organizations and systems. In a study by the Department of Hospital Administration, AIIMS New Delhi on the competencies of healthcare leaders it was found that majority of the respondents felt deficient in the necessary leadership and managerial skills and competencies.

The healthcare executive management programme (HxMDP) tries to fulfil the knowledge gap for those involved in healthcare administration by providing comprehensive learning in management concepts along with upgraded contemporary tools and techniques.

## Programme Overview

This Healthcare Executive Management Development Programme (HxMDP) is designed with a focus on essential skills and competencies relevant to senior healthcare professionals in administrative roles.

The programme aims to enhance healthcare leaders' abilities to plan, organize, control, and lead their organizations and enable them gain perspective on new ways of handling issues, seize challenges and take their organizations and people in new directions. The aspects of accountability, strategic orientation, relationship building, process management, financial management, achievement orientation, performance management, human resource management, etc. will be learned by the participants and imbibed through persistent and conscious training, where HxMDP will play a significant role.

The programme is fully residential and consists of experience sharing, case studies, problem-based learning, lectures, and interactive sessions. It involves trained and experienced faculties not only from India but abroad as well who will share their life experience and knacks to overcome critical hospital management crises.



## **DOMAINS COVERED**

**HUMAN RESOURCE | STRATEGIC PLANNING  
IN HOSPITALS | HOSPITAL SERVICES &  
OPERATIONS | HEALTHCARE COMMUNICATION  
| HEALTHCARE TECHNOLOGY | SAFETY,  
QUALITY & ACCREDITATION | HEALTHCARE  
ETHICS & LAW | MATERIALS & SUPPLY CHAIN  
MANAGEMENT | POPULATION HEALTH &  
PANDEMICS | HOSPITAL FACILITIES PLANNING  
& DESIGN | GenNEXT HEALTHCARE**

### **Who Should Participate**

Professionals in leadership positions in public & private healthcare organizations with at least 5 years of experience in management.

Professionals in Policy, Project & Programme Development, Capacity Building & those leading Service Excellence Initiatives.

### **Programme Benefits**

Enhance administrative skill sets and deliver growth by evaluating & managing performance.

Gain insights & perspectives from faculty & fellow participants.

Benchmark with peers across organizations Network.

## Key Faculty Members



**Prof. (Dr.) Shakti Gupta**  
Executive Director & CEO  
AIIMS Jammu  
Programme Patron



**Prof. (Dr.) B. S. Sahay**  
Director  
IIM Jammu  
Programme Patron



**Air Marshal (Dr) Pawan Kapoor**  
**AVSM, VSM Bar (Retd)**  
Former Director General  
Medical Services (IAF)  
Vice Chancellor, Lincoln  
American University Guyana  
Vice Chairman, Rus Education



**Dr. Sanjeev K Singh**  
Professor of Hospital Administration  
Medical Director, Amrita Institute of  
Medical Sciences, Faridabad, India  
Chief Medical Superintendent,  
Amrita Institute of Medical Sciences,  
Kochi, India



**Dr. Rubin Pillay**  
Professor of Medicine,  
Assistant Dean for Global  
Health Innovation at the  
School of Medicine  
Chief Innovation Officer of  
the Health System at the  
University of Alabama in  
Birmingham



**Dr. Amrik Sohal**  
Professor in the Department of  
Management, Faculty of Business and  
Economics at Monash University  
Director of the Australian Supply  
Chain Management Research Unit



**Dr. R K Mani**  
MD, FRCP (London), FCCP (USA)  
Critical Care, Pulmonology and  
Sleep Medicine Specialist



**Lt Gen Sunil Kant,**  
**SM, VSM**  
Former Director General  
Hospital Services  
(Armed Forces) and  
'Colonel Commandant' of  
Army Medical Corps





HxMDP Participants batch profile photo held in November 2022

**Programme Dates**  
18<sup>th</sup> - 23<sup>rd</sup> SEPTEMBER 2023

**Venue**  
JAMMU, INDIA

### Programme Fees

Fee Matrix	Fee Charged in INR for Indian Nationals
Upto 16 <sup>th</sup> August 2023	INR 1,15,000/- GST @ 18% INR 20,700/-
	Total to be paid: INR 1,35,700/-
After 16 <sup>th</sup> August 2023	INR 1,30,000/- GST @ 18% INR 23,400/-
	Total to be paid: INR 1,53,400/-

Fee Matrix	Fee Charged in USD for Foreign Nationals
Upto 16 <sup>th</sup> August 2023	USD 1500/- GST @ 18% USD 270/-
	Total to be paid: USD 1770/-
After 16 <sup>th</sup> August 2023	USD 1900/- GST @ 18% USD 342/-
	Total to be paid: USD 2242/-

**Programme capacity is limited to 50 participants only on first come basis.**



### Registration & Payment Details

Scan the QR Code  
OR [Click Here](#)

1. Amount payable in USD may vary depending on the day's conversion rate with INR.
2. Payment gateway charges if any will be added to the final changed amount.
3. In case the Program is oversubscribed, the participants will be taken into the program on first come basis. Fee received from remaining participants will be refunded via the same payment method.
4. All confirmed participants will receive an email confirmation of payments from the Program Secretariat. Tax Invoice will be handed over on conclusion of the program.



## HxMDP Alumni

Over the past seventeen editions of the programme, more than 700 participants from India and SAARC countries, Indian Ocean Region & Africa have benefitted from the programme. Over these years, HxMDP has garnered tremendous interest and

enriched participants with contemporary knowledge, live experiences and medical case studies at par with high quality study material addressing healthcare challenges through the expertise of the renowned and talented domain faculties from across the globe.





## About **AIIMS JAMMU**

An Institute of National Importance, AIIMS Jammu is an emerging forerunner in the field of quality medical education training and providing robust patient care to people of Jammu & Kashmir. AIIMS Jammu is a name synonymous with excellence and quality in healthcare delivery with a vision is to establish a center of excellence in medical education, training, health care, and research imbued with scientific culture, compassion for the sick, and commitment to serve the underserved. AIIMS Jammu offers undergraduate, postgraduate, post-doctoral programmes and research in the fields of medicine, nursing and all other allied branches including Healthcare and Hospital Administration. Partnered with IIM Jammu, the institute launched a unique two-year full-time residential masters programme MBA (Hospital Administration & Healthcare Management). For further details on AIIMS Jammu please visit <https://www.aiimsjammu.edu.in/>



## About **IIM JAMMU**

Indian Institute of Management (IIM) Jammu brand is synonymous to innovation, talent and zeal for success and contribution in management. Government of India established this Institute of National Importance in Jammu and Kashmir in 2016. From very beginning, IIM Jammu has set high standards for outstanding value-based quality education, high quality research, executive education, consultancy and strong corporate as well as international linkages. IIM Jammu encourages contemporary research concentrating on regional, national and global issues. The vision is to develop leaders and entrepreneurs who can perform globally to make a valuable difference to society and the corporate world. The core values of IIM Jammu are Indian ethos, business ethics, excellence, innovation, entrepreneurship, integrity, and honesty. Apart from the regular MBA programme, IIM Jammu provides many faculty development programmes, management development programmes, executive MBA, and integrated programme in management. For further details on IIM Jammu please visit <https://www.iimj.ac.in/>



## About **RFHHA**

Research Foundation of Hospital and Healthcare Administration (RFHHA) ) is the leading professional organization in hospital and healthcare administration in Indian subcontinent that strives to protect and promote the hospital and healthcare administration. The Foundation is focused on developing capacities for development of healthcare administration & management so as to enhance the global competitive edge of our healthcare systems. The Mission of RFHHA is to strengthen management in healthcare through training and research, best practices, and transformational initiatives to meet contemporary and future social, economic, ecological technological challenges by facilitating the exchange of information, experience, research, and advocating for policies, programmes, and practices that will improve public health. For further details on RFHHA please visit <https://www.rfhha.org/>



IIM Jammu in association with AIIMS Jammu and IIT Jammu  
Invites Applications for Admission to

## **MBA** Hospital Administration & Healthcare Management

**APPLY ONLINE** 

 [www.iimj.ac.in](http://www.iimj.ac.in)



IIM Jammu in collaboration with AIIMS Jammu and IIT Jammu offers two years full-time residential MBA programme focusing on hospital administration and health care management (HA/HM). The objectives of the MBA (Hospital Administration and Health Care Management) programme are:

- To enable students to understand the socio-economic, technological, ecological, and legal environment of the hospitals.
- To equip students with required conceptual and interpersonal skills for managerial decision-making in hospitals through collaborative relationships so that they can effectively evaluate the working of a healthcare facility in terms of budget, the goals of the facility's practitioners, and the needs of the community.
- To inculcate positive thinking and problem-solving skills to demonstrate leadership & team building to handle the healthcare industry's nuances.
- To develop the ability to handle the health care workers and make sure patients receive quality care.
- To develop socially responsible and ethical hospital administrators who can perform without compromising integrity, honesty, and fairness.

The course structure is designed in such a way that students get to learn a wide gamut of subjects across the domain of accounts, finance, human resource, information technology, operations, supply chain, public relations, sales & marketing, waste management, data analytics, hospital security, AiML in healthcare, business analytics, policy-making, and business communication, risk management, specialty & super specialty services, health care innovation, patient safety, staffing in hospitals, hospital design, diagnostic & therapeutic services, clinical research, clinical services, international trade, Advanced health analytics, digital transformation for healthcare, electronic, health records, team dynamics, conflict management & negotiations, customer relationship management,

brand management, research methodology, etc. from world-class renowned faculties. Overall in two years, there are six terms with 115.5 total credits. Students get exposure to the international world by doing international live projects and summer internships at the end of the first year. Here student also gets an opportunity to go for the international student exchange programme.

The pedagogy at IIM Jammu varies for different courses with case studies being the predominant method for most. Apart from that, group and individual projects, student presentations, simulation exercises, business games, role play, field visits, etc. are used. Many courses bring in industry experts to integrate classroom learning with industry practice. The teaching pedagogy will help develop well-rounded individuals that possess critical 21st century capacities, including increased creativity and innovation, critical thinking and higher-order thinking capacities, problem-solving abilities, teamwork, communication skills, more in-depth learning and mastery of curricula across fields, increases in social and moral awareness, besides general engagement and enjoyment of learning.

The admission process consists of the CAT exam followed by an interview. For financially weak students, an easy loan facility is available from Canara bank, state bank of India, Union Bank of India, and the central bank of India at the cheapest possible interest. Apart from Indian nationals, IIM Jammu incorporates students from Overseas as well via the GMAT exam.

The programme incorporates live learning from the industry as well to expose candidates to real-world experience. The programme intends to build experts in health administration and health care management, who will gain expertise to improve processes, raise quality and reduce costs essentially to deliver faster services at affordable prices.

For further information please visit <https://www.iimj.ac.in/mbaHAHM>



## Organising Committee

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## The Tripartite Collaboration of IIT JAMMU, AIIMS & IIM JAMMU

in association with

Research Foundation of Hospital and Healthcare Administration (RFHHA)

presents

## "WORLD CONGRESS on NEXT GENERATION HEALTHCARE"

3-day conference to be held at Jammu in Hybrid mode

Year - 2024



THEMES & DOMAINS

GenNEXT Healthcare  
Management

GenNEXT Healthcare  
Technologies

GenNEXT Life/  
Health Sciences

## Places of Interest In and Around Jammu

### About JAMMU



Jammu is an important administrative division of J&K. It consists of several districts such as Doda, Jammu, Kathua, Ramban, Rajouri, Reasi, Poonch and Samba. Most of the land in Jammu city is hilly with mountain ranges. Jammu city also includes the very popular Pir Panjal range.

This range separates Jammu city from Kashmir valley. Jammu city is also known as Jammu-Tawi. Jammu city is the second-largest city of the state in terms of growing urban agglomerations and in the race of booming infrastructure.



#### **Shri Mata Vaishno Devi, Katra**

Located in Trikuta hills, 13-km trek from Katra town in Jammu Region leads to Mata Vaishno Devi pilgrimage site where the goddess manifests herself in the natural rock formation (holy pindies) in the sanctum sanctorum (cave). Vaishno Devi is one of the most popular pilgrim destinations of India.



#### **Raghunath Temple, Jammu**

Another highlight in our list of places to see in Jammu is Raghunath Temple. The complex dates back to the beginning of the nineteenth century when it was built by Maharaja Ranjit Singh. Each of the temples in the complex has a similar spire, differentiated by height. Other than the facade and overall look of the temples, the paintings inside them catch the attention as they depict chapters of Mahabharat, Bhagavad Geeta, and Ramayana.





### **Bagh-e-Bahu, Jammu**

Situated by the iconic Bahu Fort, the Bagh-e-bahu is a beautiful and popular garden of Jammu. Atop a mountain facing the Tawi river, this garden is a sight to behold, combining the peaceful aura of the garden with sprawling lawns, grand fountains, charming stone sculptures, a beautiful lake and a large aquarium, all coming together in one magnificent place.



### **Mubarak Mandi Palace**

Mubarak Mandi is a Palace in Jammu, India. The palace was the royal residence of the Maharaja of Jammu and Kashmir from the Dogra dynasty. It was their main seat till 1925 when Maharaja Hari Singh moved to the Hari Niwas Palace in the northern part of Jammu. It also has a gold painted bow and arrow of Mughal emperor Shah Jahan.



### **Sanasar Lake**

Sanasar is a paradise for the adventure junkies. Bordered by magnificent conifers, this cup-shaped meadow makes available for a plethora of exhilarating adventure sports including trekking, rock climbing, paragliding, and abseiling. The name 'Sanasar' refers to the eco-friendly twin villages known as 'Sana' and 'Sar'.



### **Peer Kho Cave Temple Jammu**

One of the famous temples in the city of Jammu is the Peer Kho Temple or the Shrine of Peer Kho. It is one of the oldest temples in the city and witnesses a huge turnover of pilgrims every year. This temple is mainly a Shiva Temple, and the Shiva lingam is placed inside a moderately sized cave, and is a very peaceful place.



### **Amar Mahal Museum Jammu**

This museum is housed in the Amar Mahal Palace, built in 1862 in a unique, French-chateau style of architecture. Located atop a hill overlooking the Tawi river, 4 rooms of the palace have been converted into art galleries and historic museums, depicting the royal history of Jammu. The star of this museum is the golden throne of Jammu, weighing a whopping 120 kgs, all pure gold.

**The participants will have to bear the tourism cost on their own which will be separate from the programme fees.**



19<sup>th</sup>  
***HxMDP***

**For further information and updates please contact Programme Secretariat**