भारतीय प्रबंध संस्थान शिलाँग
Indian Institute of Management Shillong

AACSB ACCREDITED | EQUIS ACCREDITED | CAHO COMMITTED TO SAFER HEALTHCARE

Executive Program on
Healthcare Management (EPHM)

Are you ready to
Lead?



Transform Yourself into a **Future-Ready Healthcare Leader**

Learn from a Globally Reputed Business School and India's Leading Healthcare Leadership Organization.

The healthcare sector is undergoing unprecedented transformation driven by technological advancements, changing patient expectations, increasing regulatory requirements, quality imperatives, and growing operational complexities. Healthcare organizations today require leaders who can seamlessly integrate clinical excellence with management expertise to deliver sustainable, patient-centric, safe, and high-quality healthcare services.

The Executive Program on Healthcare Management (EPHM) is your gateway to becoming a leader in the rapidly evolving healthcare industry. Jointly offered by the Indian Institute of Management Shillong and the Consortium of Accredited Healthcare Organizations (CAHO), the program is specifically designed to equip healthcare professionals with the knowledge, skills, and leadership capabilities necessary to navigate modern healthcare challenges.

The program is a unique blend of rich academic content, immersive campus learning, live virtual interactions, practical assignments, healthcare case studies, and real-world applications. Participants learn from experienced academicians, healthcare leaders, quality experts, and industry practitioners who bring decades of practical experience into the classroom.

The flexible course design enables participants to enhance their competencies in Healthcare Management, Operations, Quality, Leadership, Strategy, and Innovation without disrupting their professional responsibilities.



Why Healthcare **Management?**

Healthcare has emerged as one of the fastest-growing sectors globally. In India, increasing investments in healthcare infrastructure, insurance, diagnostics, digital health, telemedicine, medical technology, and quality improvement initiatives are creating unprecedented opportunities for healthcare professionals.

Today's healthcare organizations require leaders who can:

- Improve patient outcomes and healthcare quality
- Optimize hospital operations and resource utilization
- Lead multidisciplinary teams effectively
- Drive organizational transformation
- Navigate regulatory and accreditation requirements
- Ensure financial sustainability
- Manage risks and patient safety initiatives
- Adopt digital technologies and innovation



The healthcare leaders of tomorrow will require a powerful combination of clinical understanding, business acumen, operational expertise, strategic thinking, and people leadership.

EPHM has been designed to develop these future-ready healthcare leaders.

Why Choose **EPHM?**

Jointly Offered by IIM Shillong & CAHO

EPHM brings together the academic excellence of IIM Shillong and the healthcare expertise of CAHO to offer a highly relevant, industry-focused, and transformative learning experience for healthcare professionals.

IIM Shillong contributes its strengths in academic excellence, global recognition through AACSB and EQUIS accreditation, executive education leadership, industry engagement, research and innovation, leadership development, and an immersive campus learning experience.

CAHO, one of India's foremost healthcare leadership and professional development organizations, brings extensive expertise in capacity building, healthcare transformation, knowledge sharing, industry engagement, professional networking, patient-centric care, quality improvement, and thought leadership.



Together, IIM Shillong and CAHO create a unique platform that blends management excellence with healthcare domain expertise, enabling participants to become effective leaders in an evolving healthcare ecosystem.

Key Advantages

- Healthcare-specific curriculum designed by experts
- Learning from renowned faculty and healthcare leaders
- Blend of management and healthcare applications
- Strong focus on quality and patient safety
- Practical assignments and case studies
- Access to CAHO Resource Centre
- Networking with healthcare professionals across India
- Exposure to accreditation and healthcare excellence frameworks
- Opportunity to participate in CAHO webinars and knowledge sessions
- Joint Certification from IIM Shillong and CAHO





Don't miss the

Golden Chance

Program **Objective**

The program aims to:

- Strengthen the country's healthcare delivery system.
- Tackle managerial issues in healthcare and improve patient care through effective management practices.
- Enhance operational efficiency and resource utilization.
- Improve quality, patient safety, and organizational performance.
- Develop healthcare leaders capable of driving organizational excellence.
- Promote innovation and evidence-based decision-making.
- Enable participants to effectively manage healthcare organizations in a rapidly changing environment.

Program **Highlights**

- 10-Month Executive Learning Program
- Campus Immersion at IIM Shillong
- Live Interactive Online Sessions
- Healthcare-Focused Curriculum
- Practical Assignments and Case Studies
- Industry Expert Sessions
- Peer-to-Peer Learning
- Real-World Healthcare Applications
- Access to CAHO Learning Resources
- Optional International Learning Opportunities through ASQUa and Leads Global
- Capstone Project
- Joint Certification from IIM Shillong and CAHO

WHAT YOU WILL LEARN

Participants will gain competencies in:

Leadership & Strategy

- Strategic Management
- Leadership Development
- Change Management
- Organizational Development

Marketing & Growth

- Healthcare Marketing
- Branding
- Patient Experience
- Business Development

Healthcare Operations

- Hospital Operations
- Process Improvement
- Capacity Planning
- Supply Chain Management
- Operational Excellence

Governance & Compliance

- Legal Frameworks
- Statutory Requirements
- Ethics and Governance

Quality & Patient Safety

- Quality Management Systems
- Patient Safety Frameworks
- Accreditation Standards
- Risk Management

Project Management

- Hospital Planning
- Project Execution
- Healthcare Infrastructure
- Commissioning

Finance & Business

- Financial Management
- Cost Optimization
- Budgeting
- Healthcare Economics

Human Resources

- Workforce Planning
- Team Management
- Employee Engagement
- Performance Management



Easy, Structured, **Effective Modules**

Module 1

Hospital Management

This in-campus module at IIM Shillong provides participants with a strong foundation in healthcare systems and management principles. Participants gain essential financial, operational, and management skills required for informed decision-making and organizational effectiveness.

Module 2

Hospital Operations

Participants learn practical tools to address operational challenges, identify bottlenecks, improve efficiency, optimize resources, and achieve operational excellence. The module also covers hospital planning and cost-reduction strategies.

Module 3

Healthcare Quality & Patient Safety

This module focuses on quality of care and patient safety systems. Participants gain a comprehensive understanding of accreditation standards, quality improvement methodologies, patient safety frameworks, performance measurement, and healthcare excellence models.

Module 4

Operations Research, Project Planning & Management

Topics include business analytics, healthcare analytics, feasibility studies, concept planning, project life cycle management, project execution, monitoring, and healthcare infrastructure development.

Module 3

Marketing of Hospital Services

Participants learn healthcare marketing concepts, patient engagement, branding strategies, communication management, digital marketing, and business development approaches.

Module 6

Human Resource Management

The module focuses on effective management of healthcare human resources, workforce planning, leadership, employee engagement, team development, conflict resolution, and performance management.

Module 7

Legal & Statutory Framework in Healthcare

This module provides a practical understanding of healthcare laws, ethics, patient rights, consent, and medico-legal challenges, along with key regulatory frameworks, standards, accreditation, and quality systems. Participants gain insights into regulatory compliance, risk management, patient safety, and their role in achieving healthcare excellence.

Module 8

Strategic Management in Healthcare

This module develops strategic thinking and decision-making capabilities required to manage healthcare organizations in dynamic and uncertain environments.

Module 9

Financial Management in Healthcare Institutions

Participants learn budgeting, financial analysis, cost management, working capital management, investment decisions, and financial sustainability strategies.

Module 10

Leadership (Leads Global, Canada)

Develop leadership competencies required to lead high-performing healthcare teams.

Risk Management (ASQUa)

Learn systematic approaches to identify, evaluate, mitigate, and monitor healthcare risks.

Capstone **Project**

Participants will undertake a guided Capstone Project focused on a real-life healthcare management challenge.

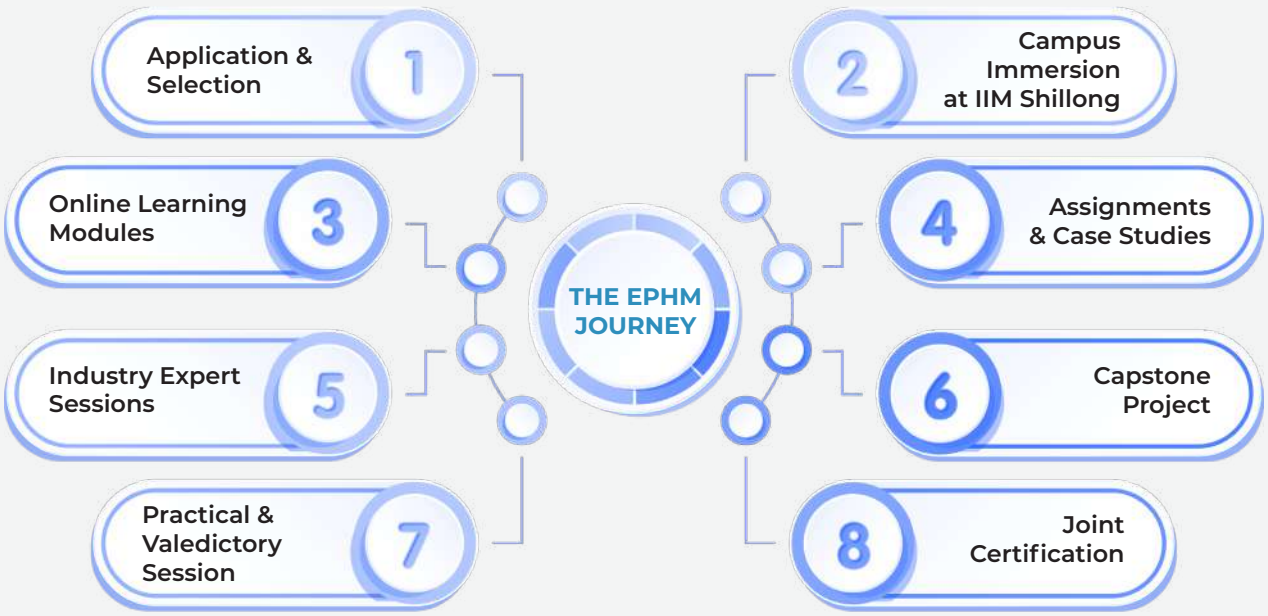
- The project will enable participants to:
- Apply concepts learned during the program
- Analyze real organizational challenges
- Develop practical and implementable solutions
- Present recommendations before faculty and experts

The Capstone Project serves as a bridge between classroom learning and workplace application.

Learning **Methodology**

The program adopts an experiential learning approach through:

- Faculty-Led Interactive Sessions
- Case Studies
- Group Discussions
- Practical Assignments
- Hospital-Based Learning
- Industry Expert Sessions
- Peer Learning
- Capstone Project
- Webinars
- Campus Immersion



Who Should **Apply / Eligibility**

- Doctors, clinicians, nurses and other healthcare professionals seeking to develop competencies in hospital management, operations and leadership.
- Healthcare administrators, managers and emerging healthcare leaders seeking to strengthen their capabilities in operations, strategy, organisational management and leadership.
- Hospital promoters, entrepreneurs and business leaders seeking a structured understanding of managing, developing and growing healthcare organisations.
- Healthcare consultants and advisors seeking to broaden their perspectives and strengthen their expertise in hospital and healthcare management.
- Professionals from healthcare and allied sectors seeking to enhance their managerial, strategic and leadership capabilities.
- Fresh graduates from recognised institutions in healthcare and allied disciplines aspiring to build a career in hospital and healthcare management.

Pedagogy

Engage in participative learning with a strong focus on interaction, collaboration, and practical application.

The pedagogy includes:

- Technology-enabled learning
- Interactive lectures
- Real-life healthcare case studies
- Practical assignments
- Group projects
- Industry interactions
- Exposure to best practices from leading healthcare organizations
- Participants attend 7 days of campus learning at IIM Shillong, comprising:
- 4-Day Immersion Program
- 3-Day Practical & Valedictory Program

Participant **Profile**

This opportunity is tailored for working professionals and self-employed individuals who have demonstrated success and aspire to take on senior leadership and management responsibilities within healthcare organizations.

Admission & Selection

Participants will be selected as per the selection process of IIM Shillong.

Certification

Participants successfully completing the program requirements will receive a Joint Certificate from:

Indian Institute of Management Shillong and Consortium of Accredited Healthcare Organizations (CAHO)

Beyond Certification

EPHM provides access to a growing network of healthcare leaders committed to excellence.

Participants benefit from:

- Professional networking opportunities
- Continued learning opportunities through CAHO
- Access to healthcare thought leadership
- Invitations to selected webinars and events
- Exposure to emerging healthcare trends
- Peer learning and collaboration opportunities

Program Fee

The Program Fee is Rs. 1,25,000 (Rupees One Lakh Twenty Five Thousand only), GST extra per participant. The fee is payable in a maximum of three instalments.

- 40% at the time of admission
- 40% as the second instalment
- 20% as the third instalment

Accommodation

Participants may opt for single accommodation to be arranged by IIM Shillong during the 4-day Immersion Program and the 3-day Practical & Valedictory Program at applicable rates. Alternatively, they may choose to arrange their own accommodation at nearby city hotels.

10 Months Today Can Change 12 Years Forward

Lead. Innovate. Transform Healthcare.

Immersion Program:

2nd - 5th June, 2027
IIM Shillong Campus

Second Contact Session, Practical & Valedictory Program:

March 2028 (dates will be announced)



About **IIM Shillong**

IIM Shillong was established in 2007 as the seventh Indian Institute of Management in India. It is an Institute of National importance and a fully autonomous public institution located in Shillong, Meghalaya. The institute offers 2-year full time Post Graduate Programme (PGP) in Management, Post Graduate Program for Executives (PGPEx, 1-year MBA for Executives), Post Graduate Program for Working Professionals (Post Graduate Program for Working Executives (PGPWE), 2-year blended MBA for Working Professionals), Integrated Programme in Management (IPM), and Doctoral programmes for residential scholars and working professionals, alongside executive education through Management Development Programmes (MDPs) and Certificate Programmes. Set amid the lush landscapes of the Northeast, IIM Shillong is committed to excellence in management education and research, with a distinctive focus on sustainability and ethical business practices. It seeks to nurture ethical values, compassionate leadership, and a strong sense of social responsibility among its students. Recognised nationally and internationally, IIM Shillong holds the AACSB and the EQUIS accreditations which are among the highest global benchmarks for management education. IIM Shillong has collaborations with over 35 global Academic Institutions for research, faculty and student exchange. IIM Shillong has a strong and growing network of over 3,000 alumni who contribute to diverse sectors and strengthen the Institute's connections with industry, government, and society. The Institute is also deeply committed to the development of the Northeastern region and wider community through its centres and initiatives, including the Dr. APJ Abdul Kalam Centre for Policy Research and Analysis, the North Eastern Centre for Community Impact and Engagement (NE-CCIE), and the IIM Shillong Foundation for Incubation and Enterprise (IIMSFIE), which advance policy research, community and social engagement, entrepreneurship, innovation, and sustainable regional development.

About **CAHO**

Quality initiatives in healthcare settings are facilitated by CAHO (www.caho.in), a non-profit society. This is achieved through focused events, courses, workshops, training programs, and collaborative research, with the belief that accreditation serves as the starting point for continuous quality improvement. The message of quality in healthcare is systematically promoted at the grassroots level. Accredited organizations form the core of our membership, while all other healthcare organizations, labs, and individuals interested in joining the quality movement are also encompassed by CAHO. The three wings of CAHO, namely CAHO Healthcare Institutions, CAHO Diagnostic Centres, and CAHO Quality Professionals, are represented by the three verticals of the Governing Committee (GC). Accreditation, viewed as the initiation of continuous quality improvement, is central to CAHO's mission. As quality becomes ingrained in healthcare practices, CAHO aims to foster a culture of excellence that resonates throughout the diverse spectrum of healthcare entities, further strengthening the impact of its initiatives.



Healthcare is changing
for the better.
Are you?

KEY **PEOPLE**

Chairperson

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