

Post Graduate Diploma in Healthcare Business Management & Administration

Job Oriented | Assured Placement Support | Internship by Mediminds

Background

Opportunities for the medical, nursing, pharmacy, science, business management and students from other streams are increasing in the rapidly growing healthcare industry in India. This industry offers attractive career opportunities both in terms of salary and long term professional growth. Cliniminds offers PG Diploma in Healthcare Management and Administration which would enable you to work successfully in the healthcare industry or even set up your own healthcare business.

Indian Healthcare Industry

Indian Healthcare sector has become one of the largest sectors, in terms of revenue and employment. Healthcare traditionally comprises hospitals, nursing homes, medical devices, clinical trials, outsourcing, telemedicine, medical tourism, health insurance and medical equipment. The Indian healthcare sector is growing at a fast pace due to its increasing coverage of population, services and increasing spending by government and private players.

India's healthcare delivered by both private and government sector. The private sector provides majority of secondary, tertiary, and quaternary care institutions with major concentration in metros, tier-I and tier-II cities. The public healthcare system includes, limited secondary and tertiary care institutions in key cities and focuses on providing basic healthcare facilities in the form of primary healthcare centers in rural areas.



India's competitive advantage lies in its large pool of well-trained medical and other healthcare professionals. India also has cost arbitrage over its peers in Asia and western countries. The cost of several surgical procedures in India is about one-tenth of that in the US or Western Europe.

The Indian healthcare sector is expected to record a three-fold rise, growing at a CAGR of 22% between 2016 –22 to reach US\$ 372 billion in 2022 from US\$ 110 billion in 2016. The hospital industry in India is forecast to increase to Rs. 8.6 trillion (US\$ 132.84 billion) by FY22 from Rs.4 trillion (US\$ 61.79 billion) in FY17 at a CAGR of 16–17%.

By FY22, Indian healthcare infrastructure is expected to reach US\$ 349.1 billion. As of 2021, the Indian healthcare sector is one of India's largest employers as it employs a total of 4.7 million people. The sector has generated 2.7 million additional jobs in India between 2017-22 - over 500,000 new jobs per year. In the Economic Survey of 2022, India's public expenditure on healthcare stood at 2.1% of GDP in 2021-22 against 1.8% in 2020-21 and 1.3% in 2019-20.

The Indian medical tourism market was valued at US\$ 2.89 billion in 2020 and is expected to reach US\$ 13.42 billion by 2026. According to India Tourism Statistics at a Glance 2020 report, close to 697,300 foreign tourists came for medical treatment in India in FY19. India has been ranked 10th in the Medical Tourism Index (MTI) for 2020-21 out of 46 destinations by the Medical Tourism Association.

The e-health market size is estimated to reach US\$ 10.6 billion by 2025.

Health Insurance

Health insurance is gaining fast momentum in India. The health insurance segment which started in 1985 got a major boost in 2001 with the opening of the sector to private sector. From a modest Rs.690 crore of premiums in 2001, the sector grew to Rs.73,300 crore in 2021-2022, a growth of around 106 times.



Corporate Investments

The private sector has emerged as a vibrant force in India's healthcare industry, lending it both national and international repute. It accounts for almost 74 per cent of the country's total healthcare expenditure. All major corporate houses are investing in this sector and setting up state-of-the-art facilities in urban centres but also investing in the B, C and healthcare facilities in the rural India as well.

Medical Tourism

Medical tourism is going to be a key driver to the growth of the healthcare sector, and add healthy profits to the bottom line. Higher costs of treatment in the developed markets are forcing patients to look for destinations which offer high quality medical treatment yet at lower costs. As per several market research reports, Medical tourism is a fast growing sector in India. Current size of the medical tourism sector is US\$ 5 – 6 billion. Before COVID19 of patients visited India to seek medical care. The top 10 source countries for patients were Bangladesh, Afghanistan, Iraq, Maldives, Oman, Yemen, Uzbekistan, Kenya, Nigeria and Tanzania.

Government Initiatives

With the Digital Healthcare Mission and Ayushman Bharat schemes, access to healthcare services is going to increase in big way in rural India. Over 52 crore people are already covered under the Ayushman Bharat scheme.

About Cliniminds

Established in 2004, Cliniminds has been at the forefront of providing clinical research training and consulting solutions to the life sciences industry for the last several years. We have already trained over 8,500 professionals and successfully placed them in the industry. Cliniminds boasts of various programs, running for the last 17 years and over 200+ batches have passed and have been placed in the hospitals, pharmaceutical companies, CROs, KPOs and other clinical research organizations. Our students have been placed with the leading companies.



Program Details: The program would cover

Healthcare Management

- Organizational Behavior & Communication
- Human Resource Management
- Operational Research - Biostatistics & Research Methodology
- Healthcare Marketing & Patient Relation Management
- Economics & Business Development
- Legal Aspects of Healthcare in India and US
- Hospital Management Information System
- Management Accounting & Finance
- Healthcare Insurance & Medical Ethics
- Introduction to Hospital Management

Hospital Management & Administration – Specialization

- Medical Terminology & Hospital Management
- Healthcare Delivery System Management
- Materials & Inventory Management in Healthcare
- Hospital Planning & Nursing Administration
- Planning & Designing of Clinical Services
- Planning & Designing of Supportive & Utility Services
- Planning & Management of Diagnostic Services & Hospital
- Hospital Waste Management
- Hospital Safety Management & Quality Accreditation System



Medical Tourism – Specialization

- The Tourism Business & Travel Terminology
- Travel Agency Management
- Tour Operations Management
- Medical Tourism
- Hospitality Industry & Medical Tourism
- Marketing in Medical Tourism
- Customer Service & Quality Management
- Modern & Alternative Systems of Medicine

Mode: eLearning – Live Sessions

Faculty: Senior Healthcare Industry Professionals

Eligibility: B.Pharmacy, M.Pharmacy, Pharm.D, Nursing, BSC, MSC, B.Tech Biotech, M.Tech Biotech, BDS, MDS, BHMS, BAMS, BPT, MBBS

Methodology: Live eLearning Sessions, Audio Video Recordings and other content using Cliniminds Learning Management System.

Examination: Online MCQ / Descriptive / Project

Certificate: Cliniminds – USA ACCRE Accredited

Accreditation: Accreditation Council for Clinical Research Education, USA

Placements: Extensive Placement Support. Pre Placement Training, Pitching CVs with Recruiters and arranging Interviews with the companies.

Fee Payment: NEFT / UPI / Card Payment / Cash / Cheque / Education Loan

Study Material: Access to Cliniminds Learning Management System 24x7 – Recordings, PPT, Notes, Modules, eBooks.





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