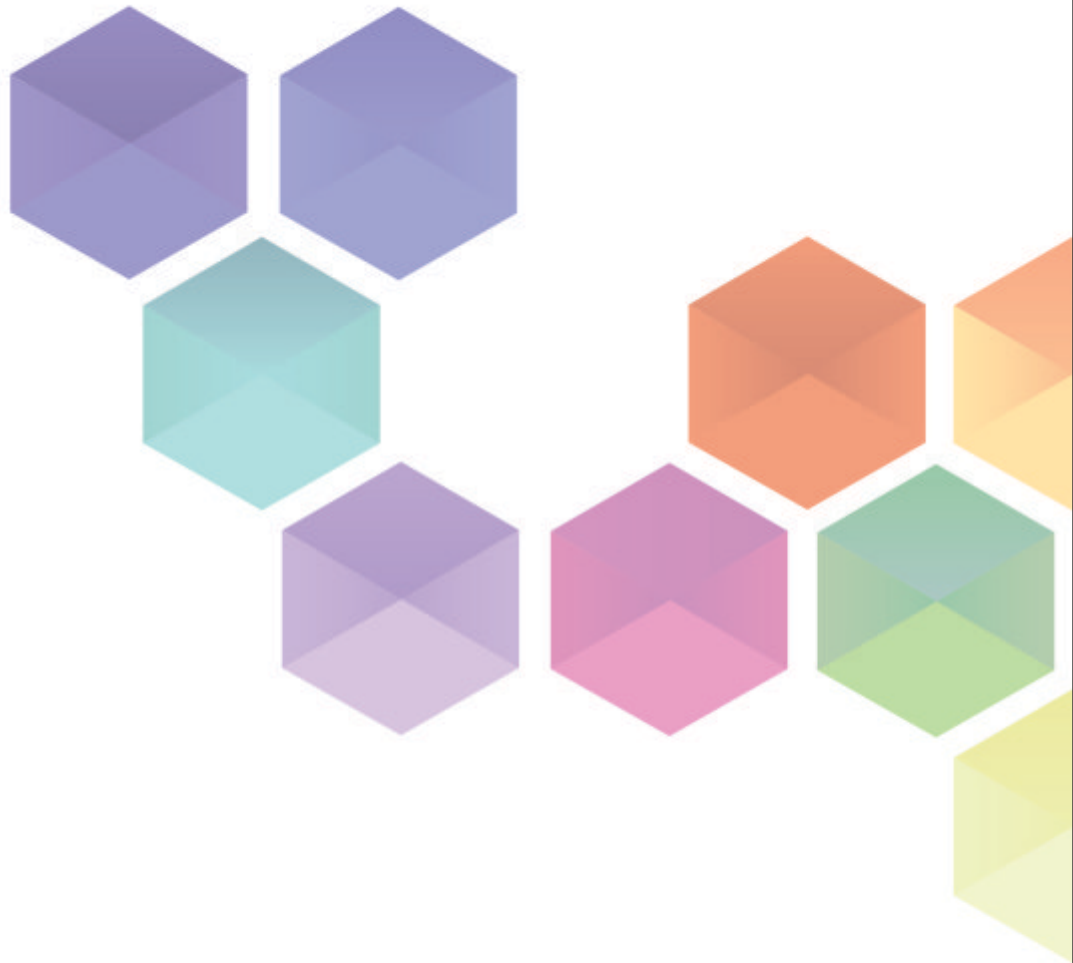




Clinical Laboratory Management

November 14-16, 2016



Executive Education
Indian Institute of Management, Ahmedabad

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The health scenario in the country is changing rapidly due to changing disease patterns, technological developments, and patient-doctor expectations. Clinical labs play a very important role in the diagnostic phase of health care. More than 60 to 70 per cent of most important decisions on admission, discharge, and medication are based on lab test results. There is very rapid change in technology in lab sciences and costs of setting up and managing the labs are increasing. Considering that labs will play increasing role in medical care and health, quality, reliability, cost effectiveness, and turnaround time of lab services become very important parameters of overall efficiency of health and medical care. The performance of a clinical lab is assessed by the turnaround time for giving reliable test results. Any delay in giving test results or unreliable results could have adverse implications on patients' health. Clinical labs need to invest more on medical and information technology, employ technically qualified staff, and closely monitor the lab operations in order to meet the increasing expectations from both the clinicians and the patients for a quick turnaround time for reliable test results. Success of labs in future would also increasingly depend on selecting appropriate markets and marketing strategies to provide services at affordable prices. It is, therefore, essential to equip lab managers with a basic understanding of challenges in managing the delivery of quality lab services at affordable prices to patients, desired timely and quality reports to physicians, and ensure adequate financial returns to the labs.

Objective

The main objective of this programme is to build the capability of lab managers (doctors and non-doctors) to enable them to manage their lab services efficiently and effectively using fundamentals of management.

Programme Coverage

Operations Management: Use of clinical lab test results in diagnostic decision making has become an integral part of clinical medicine. With increasing dependence on lab test results by the clinicians (physicians) for treatment, the reliability of lab testing and reporting is of utmost importance. Even though automation, standardisation, and technological advances have significantly improved the analytical reliability of lab tests, errors still do occur in the pre-analytical, analytical, and post-analytical processes of the total testing process. It is the responsibility of the lab manager to minimise lab errors occurring at any stage of the testing process. Lab errors lead to sample rejection which, in turn, calls for repeat sample collection and analysis thereby causing delays in reporting the test results. Any delay in test results could have adverse consequences on the patients' health.

Cost and Revenue Management: This module will focus on providing an overview of financial and cost management challenges facing clinical labs. Topics to be discussed include (i) Healthcare finance, (ii) Finance and operating analysis focusing on understanding costs, (iii) Cost control areas, (iv) Evaluating investment opportunities, (v) Financing options, etc.

Service Management and Service Quality: Clinical lab is a service industry and hence an understanding of the characteristics of services is vital to improving lab quality. Labs have to meet the service quality expectations of their clients and referring doctors. Lab managers have to manage human resources and machines to deliver the expected quality of care within limited resources. Many service management concepts of quality are applicable to

labs such as service quality gap model, total quality management, and service excellence. This module will cover a basic understanding of service management and service quality.

Business Development and Marketing: Effective management of lab requires selection of appropriate customers (patients) to target for successful operation of the lab. This needs to be followed up by appropriate programmes for attracting and retaining selected customers. The latter depends on what value/ benefit does the lab offer to customers in comparison to other labs on a sustained basis. This module, therefore, will focus on understanding customer values, segmentation of market, selection of suitable segments, choosing the right set of values which are superior to those offered by others, and broad approaches to the design of the programmes to attract and retain customers.

Pedagogy

The programme will use a mix of case studies and lecture sessions and encourage active interaction by the participants through classroom discussions.

Target Audience

This short-term programme will benefit lab owners, lab managers, pathologists, and senior technologists in improving turnaround time, inventory management, operational efficiency, quality practices and staff skills, patient selection and management, and better understanding of lab costing and investment decisions. Improved service quality, efficiencies, and professionalism in lab management will result in better patient experience and raise the standards of laboratory practice in India. Improved understanding of lab operations, costing, investment analysis and decisions, and HR management will equip lab owners and lab managers with better decision making skills in delivering good quality services.

Faculty

- Chandwani, Rajesh
Faculty Co-Chair-Clinical Laboratory Management
E-mail: rajeshc@iima.ac.in
- Sharma, Dheeraj
Faculty Co-Chair-Clinical Laboratory Management
E-mail: dsharma@iima.ac.in

Eminent guest speakers from the industry will also be invited to address the participants.

Nominations and Inquiries

Nominations should reach the Officer - Executive Education latest by **November 01, 2016**.

Organizational sponsorship is generally required, but can be waived in case the participant is likely to gain significantly from the programme for personal improvement or greater job effectiveness.

All nominations are subject to review and approval by the programme faculty (usually after the due date for receiving nominations). A formal acceptance letter will be sent to selected nominees accordingly. Nominees are requested to make their travel plans only after receiving the acceptance letter.

For nomination forms and more information, please contact:

Officer - Executive Education

Indian Institute of Management, Ahmedabad
Vastrapur, Ahmedabad 380 015.
Phone: +91-79-6632 4472 to 77 and 4462 to 69
Fax: +91-79-2630 0352 (ExEd)/2630 6896 (General)
E-mail: exed@iima.ac.in
Website: www.iima.ac.in/exed

Venue and Accommodation

The programme will be held at the Indian Institute of Management, Ahmedabad. Participants would get a full board and air-conditioned single room accommodation on the Institute campus.

IIMA norms do not allow participants to have guests stay with them during the programme.

Programme Fee and Payment

INR 80,000 (+15% service tax) per person for participants from India and its equivalent in US Dollars for participants from other countries. The fee includes tuition fees, programme materials, boarding and lodging.

The programme fee should be received by the Executive Education Office latest by **November 01, 2016**. In case of cancellations, the fee will be refunded only if a request is received at least 15 days prior to the start of the programme. If a nomination is not accepted, the fee will be refunded to the person/organisation concerned.

The programme fee can be paid in one of these three ways:

[A] Electronic Fund Transfer:

1. Name of Beneficiary:
Indian Institute of Management, Ahmedabad
2. Savings Bank A/c No. 9369EEP, YES Bank Limited, C. G. Road Branch, Ahmedabad
(IFSC:YBSB0000007, SWIFT Code: YESBINBB)
3. Name of Remitter: _____ (Please mention the name of the sponsoring organization)
4. Purpose of Remittance:
Clinical Laboratory Management
5. IIMA Permanent Account Number (PAN):
AAATI1247F
6. IIMA Tax Deduction Account Number (TAN):
AHMI00189A
7. IIMA Service Tax Registration Number:
AAATI1247FST001

After making the payment, please e-mail us the complete transaction details immediately so that we can link your remittance with your nomination.

[B] Payment Gateway

Please visit the IIMA website
(www.iima.ac.in/exed) for more information.

[C] Demand draft/cheque payable at par at Ahmedabad

The cheque/draft should be in favour of "**Indian Institute of Management, Ahmedabad**" and sent directly to Executive Education Office through courier or speed post.

Discount

Early Bird Discount: Nominations received with payments on or before **October 24, 2016** will be entitled to an early bird discount of 7%. Early submission of fee and nomination does not however guarantee acceptance of the application.

Group Discount: Any organization sponsoring 4 or more participants will be entitled to a discount of 7% on total fee payable provided that at least 4 participants actually attend the programme. Organizations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organization sponsoring 25 or more participants across all the programmes in one academic year will be entitled to an overall discount of 15% on the programme fee payable.

The above discounts will be applicable only when the requisite numbers of participants actually attend the programmes.

Alumni Association

Participants who are attending short-duration Executive Education Programmes for the first time on or after April 1, 2012, will have to attend for a total of 21 days in one or more programmes in order to be eligible for alumni status and the alumni identity card, both of which will be awarded on the payment of a one-time alumni fee of INR 10,000.

Indian Institute of Management, Ahmedabad (IIMA)

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting and research facilities in management.

Major Programmes Offered by IIMA

- Two-Year Post-Graduate Programme in Management (equivalent to MBA)
- Two-Year Post-Graduate Programme in Food and Agribusiness Management (equivalent to MBA)
- Fellow Programme in Management (equivalent to Ph.D.)
- One-year Post-Graduate Programme in Management for Executives
- Executive Education Programmes (EEP) for industry, business, agricultural and rural sectors, and public systems covering education, health, transport and population
- Faculty Development Programme for teachers in universities and colleges

The Institute has about 97 faculty members working in the following management areas and sectors:

Disciplinary Areas and Groups

- Business Policy
- Communications
- Economics
- Finance and Accounting
- Information Systems
- Marketing
- Organizational Behaviour
- Human Resource Management
- Production and Quantitative Methods
- Public Systems Group

Interdisciplinary Centres

- Centre for Innovation, Incubation and Entrepreneurship
- Centre for Infrastructure Policy and Regulation
- Centre for Management in Agriculture
- Centre for Management of Health Services
- Centre for Retailing
- Gender Resource Centre
- IIMA-Idea Telecom Centre of Excellence
- India Gold Policy Centre
- Insurance Research Centre
- Ravi J. Matthai Centre for Educational Innovation



Kasturbhai Lalbhai Management Development Centre (KLMDC) located on the IIMA main campus and the **International Management Development Centre (IMDC)** located on the new campus, provide an academic and learning environment for participants of the Executive Education Programmes. All rooms at KLMDC and IMDC are air-conditioned and have internet connectivity. They have separate dining halls, a reading lounge, classrooms and auditorium (with audio-visual and computer projection facilities), syndicate rooms and computer lab. The campus is Wi-Fi enabled. Recreation facilities exist for indoor and outdoor games (badminton, basketball, billiards, carrom, chess, cricket, football, squash, TT and volleyball). Participants can also take advantage of the Institute's library.



कार्यकारी शिक्षा कार्यक्रम
भारतीय प्रबंध संस्थान, अहमदाबाद

Executive Education
INDIAN INSTITUTE OF MANAGEMENT, AHMEDABAD

Vastrapur, Ahmedabad - 380 015, India

Phone: +91-79-6632 4472 to 77 and 4462 to 69

Fax: +91-79-2630 0352 (ExEd)/2630 6896 (General)

E-mail: exed@iima.ac.in • Website: www.iima.ac.in/exed