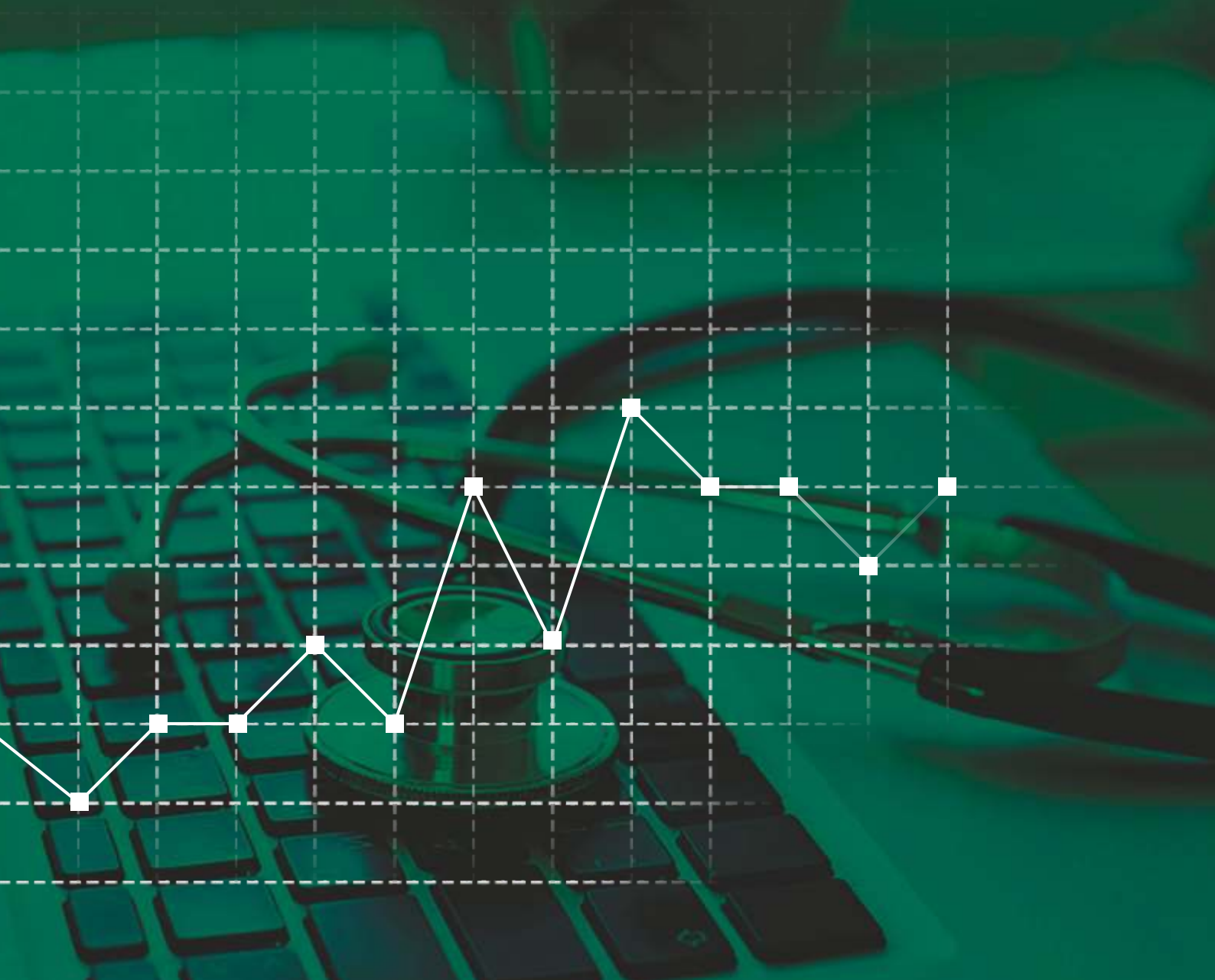




Executive Education
Indian Institute of Management Ahmedabad

Data Analysis for Healthcare Management

February 3 - 7, 2020



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In recent years, with the rapid adoption of IT in the Healthcare sector, healthcare organisations are able to capture large amounts of data. These data from a variety of sources are recorded in different forms such as patient medical records, patient satisfaction surveys, patient complaint registers, quality of care assessments, usage statistics of medical facilities, employee satisfaction surveys, employee training reports, purchase registers, journals and ledgers, etc. Effective analysis of these large amounts of organisational data can lead to better decision making. For example, one may discover more cost effective treatment paths which can help in accurate diagnosis of ailments, deliver quicker treatments to patients, improve usage of hospital facilities, help in effective planning, ensure proper allocation of medical and non-medical resources for improving customer satisfaction, etc.



Objectives

The objective of this programme is to provide an in-depth understanding of concepts and techniques useful for analysis of healthcare data for effective healthcare management.

Programme Coverage

The programme is divided into the following modules:

R Fundamentals: In this module the fundamentals of using the R software is discussed. The availability of this high capability free software has revolutionised data analysis in the healthcare domain.

Data Visualisation: In this module participants learn how to effectively use data visualisation methods to communicate the information obtained from the analysis of healthcare data. The pitfalls of an inappropriate choice of data visualisation techniques will also be discussed.

Decision Making with Data: In this module we discuss how effective decisions can be made through proper analysis of data. The module focuses on some of widely used methods of data analysis in the healthcare settings. The emphasis is on proper application and interpretation of the findings of data analysis that are relevant for decision making.

Predictive Analytics in Healthcare: In this module we discuss some of the popular tools of predictive analytics in the healthcare context. The use of such tools in improving the quality of healthcare services through adoption of the data-based Six-Sigma methodology will also be discussed.

Financial Data Analysis: In this module participants learn the tenets of cost accounting which will help them to accurately ascertain the cost of various services, departments, products, etc. which can then be used for accurate pricing, cost control and cost reduction, etc.

Artificial Intelligence in Healthcare: In this module participants learn about the emerging field of Artificial Intelligence and how it can be harnessed to improve decision making.

Participants' Profile

This programme is intended for senior managers, administrators and decision makers in the healthcare sector who require an in-depth understanding of data analytic concepts and techniques that are needed for better decision making.



Nominations and Inquiries

Nominations should reach the Executive Education Office latest by **January 20, 2020**. The last date for early bird discount is **January 13, 2020**.

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:

Executive Education

Indian Institute of Management Ahmedabad
Vastrapur, Ahmedabad 380 015.

Phone: +91-79-6632 4461 to 69 and 4472 to 77

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

Email: exed@iima.ac.in

Website: www.iima.ac.in/exed

Certificate

A certificate of participation will be issued to the participants at the end, subject to their having attended all the sessions of the programme.

Venue and Accommodation

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

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

Programme Fee and Payment

INR 1,20,000 plus 18% GST 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 **January 20, 2020**. 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/organization concerned.

The programme fee can be paid in one of these two 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: YESB0000007, SWIFT Code: YESBINBB)

3. Name of Remitter: _____ (Please mention the name of the sponsoring organization)
4. Purpose of Remittance:
Data Analysis for Healthcare Management
5. IIMA Permanent Account Number (PAN):
AAATI1247F
6. IIMA Tax Deduction Account Number (TAN):
AHMI00189A
7. IIMA GST Registration Number:
24AAATI1247F1Z4 (SAC: 999293)

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

[B] Payment Gateway

For more information, please visit the respective programmes listed on our website www.iima.ac.in/exed.

Discount

Early Bird Discount: Nominations received with payments on or before **January 13, 2020** 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 four or more participants will be entitled to a discount of 7% on the total fee payable provided that at least four 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 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 Agri-business Management (equivalent to MBA)
- Fellow Programme in Management (equivalent to Ph.D.)
- One-Year Post Graduate Programme in Management for Executives
- Executive Education offers short duration programmes through open enrollment, customisation and online for various levels of experienced professionals across industry
- Faculty Development Programme for teachers in universities and colleges
- Two-Year e-Mode (online + campus) Post Graduate Programme in Management (ePGP)

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

Disciplinary Areas and Groups

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

Interdisciplinary Centres

- Centre for Gender Equity, Diversity and Inclusivity
- Centre for Innovation, Incubation and Entrepreneurship
- Centre for Management in Agriculture
- Centre for Management of Health Services
- IIMA-Idea Telecom Centre of Excellence
- India Gold Policy 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
भारतीय प्रबंध संस्थान अहमदाबाद

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