

Certificate in Leadership for Healthcare Management

*Essential Business and
Translational Knowledge for
Leadership in the Evolving
World of Healthcare*

**CME
accredited**

“We’ve been talking about change and transformation in healthcare for 2 decades. Now it is here. Leaders must embrace and learn new ways to be successful; there is no more waiting. CLHM is designed to meet that need, with education, tools and techniques that are relevant and impactful in today’s healthcare environment.”

– Richard Afable MD, MPH
Lecturer at The Paul Merage School
of Business, Former CEO of Hoag
Hospital and St. Joseph Hoag Health

Register today!
merage.uci.edu/CLHM

For more information,
contact Amanda Pham at
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or 949.824.8520.



100% ONLINE WITH LIVE PROGRAM SESSIONS

With the pandemic of 2020, the delivery, receiving and payment for healthcare services has changed forever. Telehealth, movement to outpatient, unclear government regulations, and artificial intelligence are but a few of the trends that have now become the norm. And the business of healthcare must change as well. Healthcare business leaders must acquire new knowledge and skills in order for their organizations to survive and thrive in these tumultuous times. The change also presents a once-in-a-lifetime opportunity for those who can embrace this time of fundamental business transformation.

Traditional education and training have not prepared healthcare professionals for the new environment. In response to this need, the Office of Executive Education at top-ranked UCI Paul Merage School of Business presents the prestigious Certificate in Leadership for Healthcare Management (CLHM) program. Now is the time to acquire the new knowledge and skills necessary to thrive and lead in the evolving healthcare landscape.

Participant profile:

- Clinicians and healthcare professionals who want to drive personal and organizational advancement
- Leaders, managers, and administrators from hospitals, medical device companies, pharmaceutical companies, and health insurance firms
- Product and service innovators who have a vision of the industry’s future
- Individuals from all disciplines who are passionate about the healthcare industry and are willing to transform in a time of fundamental change

Program faculty:

Accomplished senior executives from the healthcare industry join Merage School faculty for specific training modules. Please refer to our website for the most up-to-date information.

Moving the needle – program objectives:

- Obtain greater understanding of the major trends in healthcare delivery, payment and value-based care
- Learn the skills and acquire tools necessary to lead transformational change and solve unprecedented challenges in the healthcare industry
- Become familiar with the future trends effecting how medical services will be provided and received
- Utilize an online portal to access pre-readings, homework and additional educational materials.

Learning modules:

	SESSION 1	SESSION 2	SESSION 3	SESSION 4	SESSION 5
MORNING	<p>Strategy of Healthcare</p> <ul style="list-style-type: none"> • Major trends in healthcare, 2019 and beyond • What it is and what it isn't • How to use business strategy in the healthcare setting • Case studies 	<p>Financial Management of the Healthcare Enterprise</p> <ul style="list-style-type: none"> • Financial statements and key metrics • Financial decision-making • Communicating effectively with the CFO 	<p>Value Proposition "Volume to Value"</p> <ul style="list-style-type: none"> • Understand how value is represented • Healthcare ecosystem, stakeholders, & motives and incentives for each • Mindset shift from "patient" to "consumer" • Delivery system and demand-side reforms 	<p>Healthcare Policy</p> <ul style="list-style-type: none"> • Federal design post-election • State rules and regulations • Local competition and consolidation 	<p>Team-based Care</p> <ul style="list-style-type: none"> • Team coordination • Communication strategies for critical scenarios • Building trust and managing conflict
	AFTERNOON	<p>Leading Change</p> <ul style="list-style-type: none"> • Challenges and barriers to change • Timing and targets of change and their interrelationships • Best practices and important tactics • How to become an effective change agent 	<p>Emotional Intelligence</p> <ul style="list-style-type: none"> • Personal Development • Self-Awareness • Case studies & exercises 	<p>Critical Thinking</p> <ul style="list-style-type: none"> • Appraisal of information in an uncertain environment • Making smart choices (steps, modeling, risk, etc.) • Psychology of decision-making and behavioral economics 	<p>Power, Communication, and Influence</p> <ul style="list-style-type: none"> • Learn to ask effectively • Learn to influence • Negotiating using interests • Navigating worst and best-case scenarios

“The CLHM program better prepared me to be successful in the evolving healthcare environment. The renowned professors and real-world experts were phenomenal, and the interaction with seasoned colleagues in the healthcare industry greatly enhanced my learning inside and outside of the classroom. I found the experience to be extremely rewarding.”

– Kim L. Mikes, MBA, BSN, RN, CNOR, Senior Vice President, Chief Operating Officer and Chief Nursing Officer, Women’s Health Institute, Hoag Memorial Hospital Presbyterian

UCI Paul Merage School of Business

Leadership for a Digitally Driven World™

merage.uci.edu/CLHM

To inquire about program dates, subscriber company discounts and registration, visit merage.uci.edu/CLHM or contact Amanda Pham at amanda.pham@uci.edu or 949.824.8520.

This activity has been approved for *AMA PRA Category 1 Credits™*.