



# EXECUTIVE DEVELOPMENT PROGRAM (EDP)

**Hospital management for  
doctors and paramedical  
professionals**

**Exciting scholarships awaiting  
for eligible candidates**

DURATION  
**12 MONTHS**

Course Start  
Date  
**08 Aug, 2022**

Course Fee  
**Rs. 5,00,000**

Total  
Intake  
**5**

## ADMISSION CONTACT

Mr. Viswakumar  
Admission Co-ordinator - EDP



**7397 474 666**  
[www.care.edu.in](http://www.care.edu.in)

## Course Overview

Public and private health care facilities are evolving rapidly. This creates competition and rise in development costs for professionals' management and their survival in the corporate sector. For continued sustenance of the health care professionals, managerial and organization activities are planned as part of the curriculum. This executive program on Hospital management for health care professionals aims to develop realistic exposure of the candidates in managing pivotal hospital operations which involves bringing about financial and operational efficiency. This basically enhances the knowledge as well as the career prospects of the working professionals.

## Key Features

- Help to understand design thinking and strategic marketing of hospital services
- To implement digital health care
- Operational efficiency to implement finance excellence
- Overall management of Hospital services
- People management and entrepreneurship
- Understanding of management issues
- Latest trends and dynamics in hospital management from local and global perspective
- Full-time comprehensive program

## Eligibility

Doctors, Healthcare Consulting Professionals, Nursing Professionals, Paramedics, Managers, Executives, Graduates, Ward In-charges, Entrepreneurs

**Work Experience:** 2 years after obtaining UG or PG degree

## Resource Personnel

Top management professionals from renowned health care organizations and health care institutes

## Course Co-Ordinator

Dr. A. Prabakar, Deputy Medical Superintendent,  
Chettinad Hospital and Research Institute, CARE

## Offered by

Chettinad Academy of Research and Education

## Methodology

- Academic Lectures
- Case Studies
- Panel discussion on dynamics in hospital management
- Management Issues
- Strategic Marketing
- Digital Healthcare
- Entrepreneurship, etc.,

## About CARE

Chettinad Academy of Research and Education (CARE) was conferred the status of Deemed to be University u/s 3 of the UGC Act 1956 in the year 2008 and since then, it has been contributing significantly to the society as an Institute for higher learning and research in the field of Medicine, Allied Health Sciences and Nursing.

CARE has been approved by MCI/NMC, INC, TNNMC, AICTE, COA, BCI and PCI, accredited with grade 'A' by NAAC, conferred with 12B status by UGC, accorded SIRO status by DSIR, awarded a star by MHRD's Innovation Cell, appreciated by AICTE for Clean & Smart Campus and ranks 9th in the Country according to UI Green Metric. CARE offers several Academic programs in the Faculty of Medicine, Nursing and Allied Health Sciences (AHS), Pharmacy, Physiotherapy, Architecture, and Law.

CARE offers excellent teaching with latest teaching aids and methods. The Intellectual Capital of CARE comprises of qualified, accomplished and committed teachers and a well-stocked Library with books, journals, E-resources and database that form the back bone of the CARE. Faculty update their knowledge on contemporary teaching learning techniques through development programs, workshops, conferences and CMEs. Apart from this, CARE regularly offers executive development programs for working professionals to enrich their knowledge base, competencies and skills.