

ADVANCED MANAGEMENT PROGRAMME FOR HEALTHCARE 2024



\$372 BILLION

HEALTHCARE INDUSTRY MARKET SIZE

₹ 882.7 BILLION

THE EXPECTED SIZE OF THE DIGITAL HEALTHCARE MARKET BY 2027, EXPANDING AT 21.36% CAGR

₹ 81.3 TRILLION

IS THE EXPECTED HEALTHCARE INDUSTRY MARKET SIZE DURING 2021-2026, EXPANDING AT 30% CAGR

\$32 BILLION

IS THE SIZE OF THE DIAGNOSTICS MARKET THIS YEAR RECORDING A CAGR OF 20.4%

\$4.4 BILLION

INVESTMENT IN HEALTHTECH STARTUPS BETWEEN 2016 AND 2021

19.27%

CAGR EXPECTED IN INDIAN HOME HEALTHCARE MARKET SIZE TILL 2030

\$349 BILLION

IS THE WORTH OF HEALTHCARE INFRASTRUCTURE

Source: Digital Healthcare Market in India 2022 | India Healthcare Market Report 2021 | India Home Healthcare Market Report 2022-30 | IBEF | Invest India

NEED FOR HEALTHCARE MANAGEMENT EDUCATION

Healthcare systems today are complex and demand for more efficiency and accountability than ever before. With novel care delivery and business models emerging at an unparalleled pace and increased investments in the sector, new-age clinicians and healthcare professionals in decision-making roles need to develop a strategic mindset that can pre-empt needs of the future and start building solutions proactively. At the same time, to deliver profitable, high-quality care, the healthcare professionals must understand the business aspect of healthcare along with an understanding of how clinical decisions interact with the organisation's managerial decisions and strategic priorities.

The Advanced Management Programme for Healthcare (AMPH) at the Indian School of Business (ISB) is a transformative programme that is designed for high-performing senior healthcare professionals to create a management and leadership cadre to support the fast-evolving Indian healthcare delivery sector. Healthcare leaders of the tomorrow will be designing solutions to complex healthcare problems and competing in a radically changing world marked by virtual care needs and changed patient expectations. AMPH offers its participants a unique opportunity to transform themselves into agile, adaptive healthcare leaders who can take on new opportunities emerging from newer disruptions and steer their organisations to success.



“The health industry is increasingly adopting digital tools and technology for patient-centric care delivery. Going forward, the market is expected to witness an upward trend and grow at a double-digit rate. The policy landscape has changed significantly after the pandemic, and there is an emergence of large payors and increasing patient awareness. These trends create new imperatives for managing healthcare organisations and demand management skills with an understanding of patient behaviour. AMPH is designed to provide this unique learning experience of imparting management education in the context of healthcare through expert faculty, augmented by a rich peer group. It prepares you to drive transformation and create sustainable healthcare businesses.”

Professor Sarang Deo

Executive Director, Max Institute of Healthcare Management & Professor and Area Leader, Operations Management, Indian School of Business



WHY AMPH AT ISB?

300+
HOURS OF
SYNCHRONOUS LEARNING

2
CAMPUSES

4
RESIDENCIES

12
MONTHS

650+
ALUMNI NETWORK

16+
FACULTY

22+
COURSES

50+
HOURS OF
CO-CURRICULAR
LEARNING EFFORT

**HEALTHCARE INNOVATION
AND TECHNOLOGY TREK**

ISB through the AMPH aims at creating future leaders for the healthcare industry. Since its inception in 2016, the programme has had a unique positioning of delivering high-quality management education to mid and senior executives from the healthcare industry, and has created leaders and entrepreneurs in the sector. The four pillars of AMPH that have formed the foundation of this offering are:

ISB Advantage

Outstanding Faculty: An eclectic and accomplished team of faculty teaches at the ISB. Our faculty are chosen on the basis of their research excellence and teaching acumen. They have a deep understanding of the healthcare sector and are in tune with the latest trends and issues in the Indian healthcare industry.

Global associations: ISB's Founding Associate Schools are Kellogg School of Management at Northwestern University and The Wharton School at the University of Pennsylvania; the Associate Schools are London Business School (LBS), MIT Sloan School of Management and The Fletcher School of Law and Diplomacy, Tufts University. ISB is also part of Business School Alliance for Health Management, a consortium of leading international MBA programmes with a health sector focus.

Learning Model Designed In Consultation With The Industry

The AMPH curriculum has been designed in consultation with leaders from the healthcare industry. It ensures that the learnings at the programme are relevant to the current needs of the industry. Consistent with ISB's philosophy of delivering high-quality, industry-relevant management programmes, the School undertakes periodic curriculum review and makes necessary changes for it to be kept in sync with the latest trends and challenges of the healthcare industry. The pedagogy is participant-centric and experiential in nature, making it interesting for working professionals returning to structured learning environment after a gap of few years.

Modular Programme Structure

The AMPH is a modular residential programme delivered in a blended learning format. This allows busy clinicians and administrators the flexibility of learning management with minimal disruption at work.

ISB Healthcare Network

AMPH boasts of best in-class peers, an opportunity to interact with senior alumni across programmes and industry leaders during and after graduation.

AMPH LEARNING OBJECTIVES

The learning objectives for the programme have been developed on AACSB International model. The learning objectives embedded into the programme curriculum are as follows:

1

Develop business acumen and adopt an integrative approach towards decision-making

2

Acquire an understanding of the healthcare ecosystem

3

Recognise emerging trends in the healthcare industry and innovate

4

Develop leadership and collaborative competencies with an ability to make responsible decisions and communicate effectively to a variety of individuals and groups

5

Recognise the underlying responsible, ethical and sustainable implications of managing a business and be able to apply that knowledge

The programme undergoes ISB's rigorous Assurance of Learning (AoL) process that allows the school to understand whether AMPH participants have learnt the stated objectives.



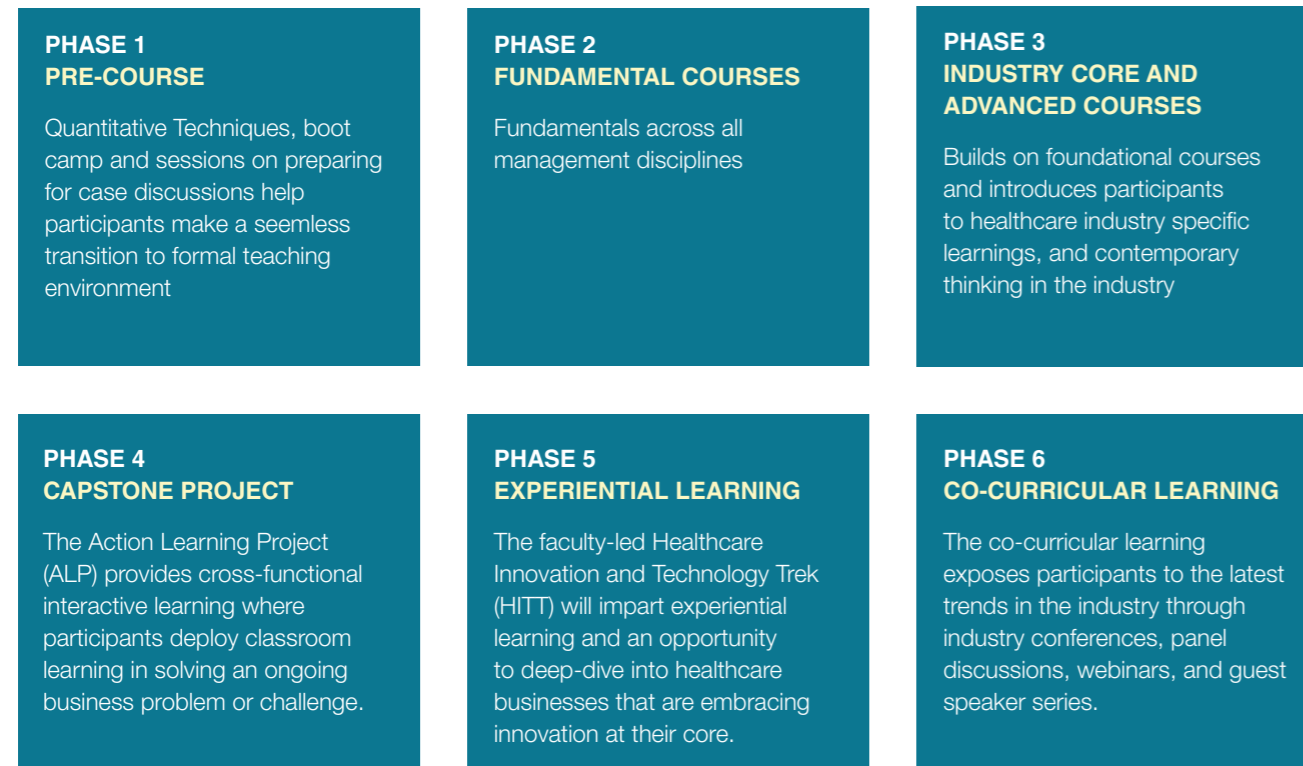
“ISB's AMPH is curated to keep up with the transformation being witnessed by the healthcare sector, bringing healthcare professionals a step closer to addressing the challenges of today! Basing accessible healthcare as the premise and effective management skills to navigate the crisis, now is the time to unlearn and relearn some of the basic tenets of healthcare. AMPH equips one to deal with the current requirements, while preparing future leaders in the healthcare space.”

Professor Saumya Sindhvani

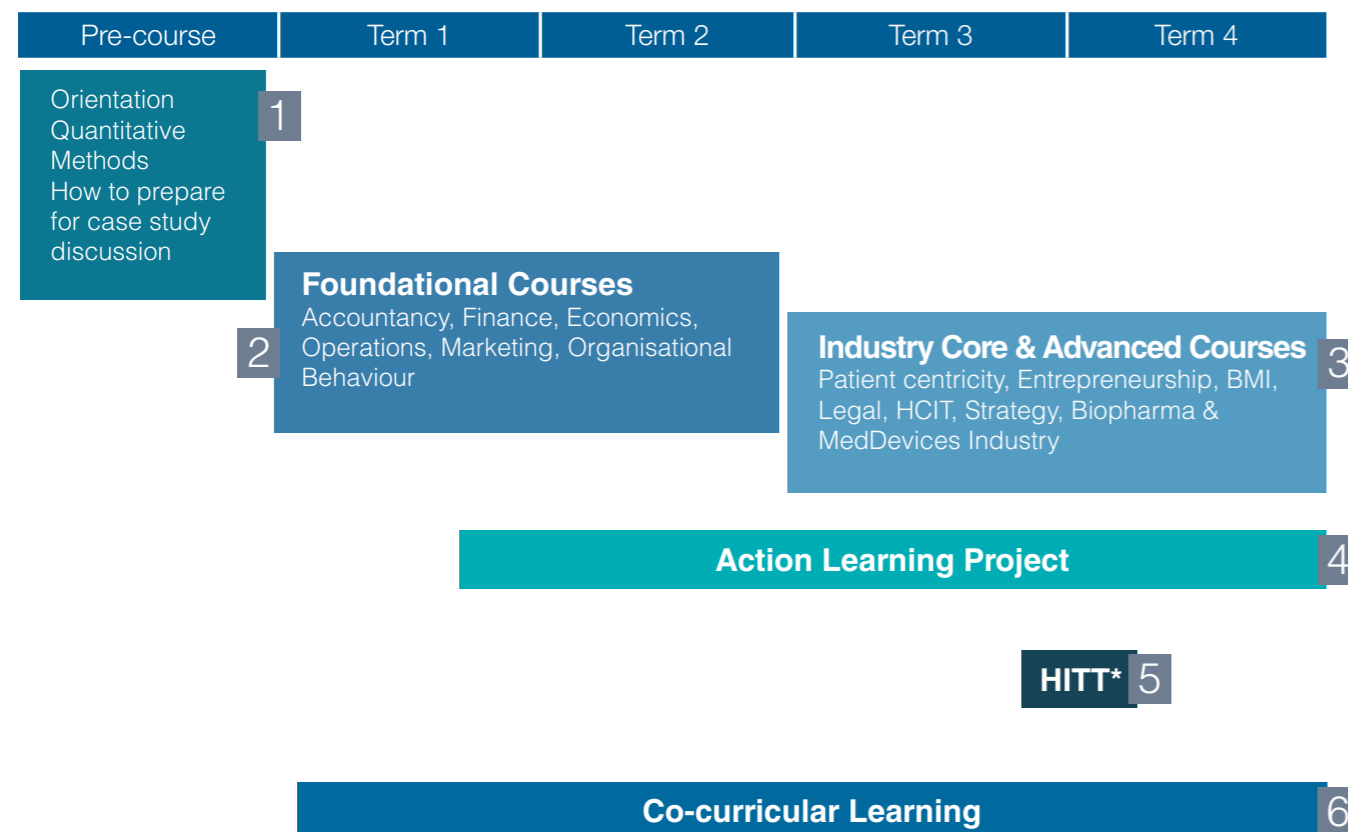
Assistant Professor of Organizational Behaviour (Practice);
Associate Dean–RCI-led Advanced Management Programmes (RCI-AMPs);
Executive Director-Centre for Learning and Management Practice (CLMP);
Indian School of Business

LEARNING MODEL

The AMPH includes a four-phase learning model complemented by the Industry Interaction Programme. The programme's emphasis is on action and application rather than lecturing and theory. The pedagogy will involve the integration of faculty lectures with case study discussions, simulations, and group activities.



PROGRAMME STRUCTURE



*Healthcare Innovation and Technology Trek

COURSE LINE-UP

Participants of the AMPH will undergo 15 credits of taught courses and 1 credit of the Action Learning Project (ALP). The courses are designed to offer a comprehensive learning of management principles in a healthcare delivery setting. An indicative list of courses* is given below.

Learn to apply healthcare management fundamentals to business strategy to drive business value

1. Strategic Thinking in Healthcare Organisations
2. Financial Statement Analysis of Healthcare Organisations
3. Financial Management of Healthcare Organisations
4. Cost Accounting of Healthcare Services
5. Process Excellence in Healthcare Organisations
6. Marketing Management of Healthcare Services
7. Digital Marketing for Healthcare
8. Healthcare Information Technology
9. Legal Aspects of Healthcare Organisations

Understand concepts core to healthcare to design better healthcare business models

1. Indian Healthcare Systems
2. Economics of Health Markets
3. Designing and Managing Effective Healthcare Delivery Systems
4. Designing a Patient-Centric Organisation
5. Biopharmaceutical Industry for Healthcare Business
6. MedTech for Healthcare
7. Business Model Innovation
8. Entrepreneurship

Sharpen your leadership skills for effective management of organisations

1. Leading Organisations Effectively
2. Responsible Leadership
3. People Management in Healthcare Organisations



*ISB reserves the right to change the curriculum subject to Academic Committee Approval

Action Learning Project

Action Learning Project (ALP) is an important pedagogical tool that is designed to give participants a chance to deploy their classroom learning in solving an ongoing business challenge. It is a group exercise guided by a faculty mentor. Participants typically choose a live project from the organisation where they are currently employed.

Select areas and topics of Action Learning Project from the previous batches

Business Plan Development:

- Extra perinatal care during the process - Birth of an infant & re-birth of the mother
- Heart Failure Unit- A comprehensive care model

Digital Health:

- Implementation and utilisation of wireless sensors and IoT to automate patient vigilance and to determine its impact on patient safety and hospital operation

HealthTech:

- Implementation and utilization of wireless sensors and IoT to automate patient vigilance and to determine its impact on patient safety and hospital operations
- AI enabled evidence-based therapeutic interventions for treatment of Diabetes

Operational Efficiency:

- Improving the TAT for lab results through Lean Six Sigma
- Analysis of price capping on cardiac stents and its effect in corporate setup

Marketing Strategy:

- Patient acquisition through social media
- Marketing and business development of Global Teleclinics

CO-CURRICULAR LEARNING

AMPH LeaderSpeak

Leading industry and thought leaders are invited to share their journey and experiences

AMPH AlumniSpeak

Alumni of the AMPH are invited to interact and conduct sessions on a topic of their expertise

Peer Learning

P2P sessions by the students on their area/subject of expertise for knowledge-sharing and skill enhancement

AMPH Discussion Circle

Moderated discussions on LinkedIn every third Sunday of a month

Startup/Funding/ Appointment Alerts

Announcements of new startups, funding received, CXO-level appointments of ISB alumni in healthcare

#DoctorsOfISB

Week-long campaign around Doctors Day; showcase and celebrate the success stories of doctor alumni of ISB

ISB STUDENTS SHINE AT INTERNATIONAL CASE COMPETITION

Five ISB students won prizes at the Global BAHM (Business Alliance for Health Management) Case Competition 2022 hosted by Baylor University where students from across BAHM member schools presented unique models envisaging "Hospital of the Future" in resource-constrained settings



Dr. Vijay Karan Reddy,
AMPH Co2021-22



JP Pattnaik,
AMPH Co2021-22



Dr. Bikash Sahu,
AMPH Co2021-22



Sriram Chavali,
PGP Co2022



Dr. Praveen Gopan,
PGP Co2022

Fourth Position

International Judges Award

Healthcare Innovation & Technology Trek

While case study discussions in class brings healthcare innovation to classroom, the Healthcare Innovation and Technology Trek will take classroom to the centres of healthcare innovation. This faculty-led experiential learning module will provide an opportunity to deep-dive into healthcare businesses that are embracing innovation at its core. Participants will visit facilities and meet leaders from healthcare startups, R&D and innovation centres, and organisations implementing innovative healthcare models to understand emerging technologies and witness the designing of future-ready solutions.





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#FacultySpeak : Nachiket Mor on teaching the 'Indian Health Systems' course at AMPH

[Click Here](#)

FACULTY

The AMPH will be taught by globally renowned faculty from ISB and other premier schools. The faculty body comes with an extensive experience of having worked with healthcare organisations. An indicative list of faculty members is given below:



Adam C Powell
Visiting faculty, ISB and President, Information Systems, Payer+Provider Syndicate



DVR Seshadri
Executive Director, Centre for Business Markets & Clinical Professor of Marketing, ISB



Mannivannan S
Visiting faculty, ISB and Independent Consultant – Healthcare Costing



Nagaraj V
Visiting faculty, ISB and Professor of Law, National Law School of India University



Piyush Kumar
Visiting faculty, ISB and Associate Professor of Marketing, Terry College of Business, University of Georgia



Ramabhadran S Thirumalai
Associate Professor (Finance), Deputy Dean-ISB-Mohali campus and Academic Programs, ISB



Santosh Shevade
Visiting faculty, ISB, and Director of Impact, REAN Foundation



Venkatraman A
Visiting Faculty, ISB and Professor, FMS, Delhi University



Ashish Sachdeva
Research Director, Max Institute of Healthcare Management, and Adjunct Assistant Professor, ISB



Madhu Vishwanathan
Research Director, ISB Institute of Data Science and Associate Professor, Marketing, ISB



Nachiket Mor
Visiting faculty, ISB and Economist and Visiting Scientist, The Banyan Academy of Leadership in Mental Health



Nandkishore Doreswamy
Adjunct Professor (Practice), Marketing, ISB



Prashant Jha
Visiting faculty, ISB and Head, Affordable Medical Technologies; Professor of Health Innovations, Faculty of Life Sciences & Medicine, King's College London, UK



Ramnarayan S
Clinical Professor, Organisational Behaviour, ISB



Sarang Deo
Executive Director, Max Institute of Healthcare Management, and Professor & Area Leader, Operations Management, ISB

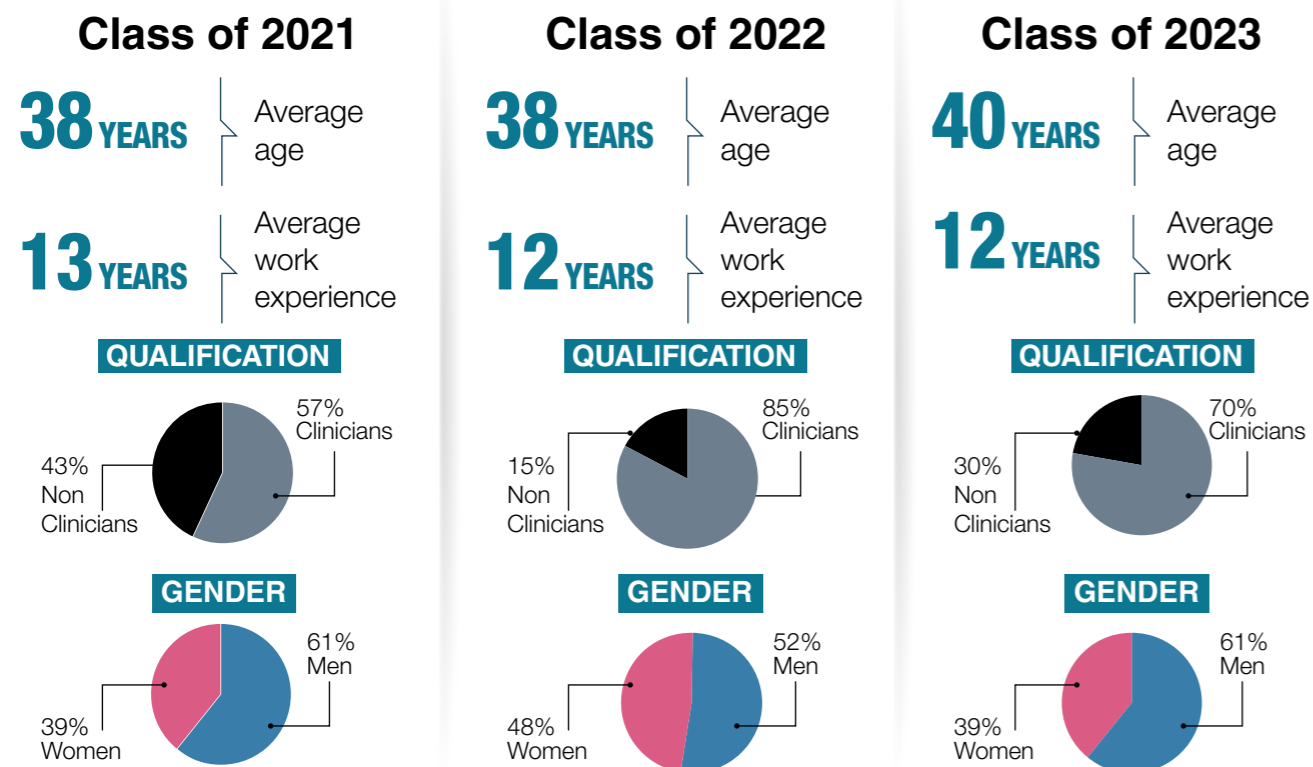


Vijaya Sunder M
Assistant Professor (Practice), Operations Management, ISB

PEER LEARNING

The AMPH is a vibrant and motivated class of leaders from the healthcare industry. The past seven batches have typically been a cohort of 45-50 participants representing the healthcare delivery, operations, diagnostics, insurance, hospital management, medical devices, pharma, and clinical research sub-sectors. The diverse class typically comes from large corporate hospitals, healthtech organisations, health entrepreneurs, and mid to small-range standalone hospitals.

CLASS PROFILE



PROGRAMME FORMAT

The AMPH is a rigorous and challenging programme. It is designed as a 12-month, modular residential programme, delivered in a blended learning format that minimises disruption at work.

Classroom Learning
Classroom learning will be delivered through four residencies of nine days each, once every quarter. Participants will be required to stay on campus during these residencies.

Online Learning
An online interactive technology platform will be used to keep

participants engaged in learning between residencies when they are off campus. This platform will be used predominantly for tutorials and occasionally for course content.

Self-study
Participants are expected to spend eight to ten hours per week studying pre-reading material before classes commence each term. The pre-course reading materials will be in the form of text books, cases, articles, etc., and will be made available to all participants in advance through a Learning Management System.

WHO SHOULD ATTEND?

HEALTHCARE DELIVERY ORGANISATIONS

- Promoters, Owner - Doctors, CXOs
- Clinical specialty heads, Medical administrators, Senior doctors
- Functional and non-clinical leaders

ALLIED HEALTHCARE SECTORS

- Senior executives from pharmaceutical companies, Clinical research organisations, Health insurance companies
- Bio-engineers, Healthcare facility planners

HEALTHTECH, ITES AND ANALYTICS COMPANIES

- Technology professionals who want to gain domain expertise in healthcare

PROGRAMME SCHEDULE

The programme is scheduled to commence in August, 2023. The four residencies will be delivered at both campuses. The residency dates are as follows:

Term	Date	Location
Online Briefing	August 25, 2023	Online
Quantitative Technique for Decision Making (Maths bootcamp)	Weekends in the evenings post briefing	Online
Orientation*	September 22, 2023	Mohali
Residency 1	September 22 - October 1, 2023	Mohali
Residency 2	February 02 -11, 2024	Hyderabad
Residency 3	April 05 -14, 2024	Mohali
Residency 4	July 19 - 28, 2024	Mohali
Healthcare Innovation and Technology trek	2 days	TBD

*Part of Residency 1

*ISB reserves the right to change the date, mode and location of the programme in case of extraneous circumstances

ALUMNI SPEAK



“Indian Healthcare is in very exciting times. Being in the industry for over 10 years in the delivery space through diagnostics, and hospitals, I realised with the professional experience one also requires the educational expertise. Three things which are unique to AMPH are the modularity of the programme wherein there are dedicated residencies for in person classes; second, the rich experience that the faculties bring into the classroom not just the education expertise but also the industry experience; third, the rich peer learning which helps you to gain new perspectives and bring change in the system.”

Sumit Sinhal,

AMPH Co2020-21, Co-founder & Director, Kins Health

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ADMISSIONS

Prerequisites

- An undergraduate degree in any discipline, or a Diploma in Medicine, Alternative Medicine, Pharmacy or Nursing etc.
- Minimum three years of industry experience, preferably in the health sector, is required. It is desirable that candidates have 5 to 8 years of experience with most of it in healthcare sector.
- Experience of internship and senior residency will not be considered as work experience.

Application Process

As part of the application process, you will need to submit:

- Two essay questions to explain your commitment to the healthcare sector.

Selection Process

Eligible candidates will be shortlisted for a personal interview on a rolling basis. All interviews will happen virtually.

Financing Options

The programme has a tie-up with Axis Bank, ICICI Bank, Bank of Baroda, Indian Bank, IDFC Bank and HDFC CREDILA for education loans without collaterals.

Admission Notification

Selected candidates will be made an offer of admission by the programme office and will be given seven days to make non-refundable payment of INR 1,32,000 (plus GST) as admission fee to confirm their participation in the programme.

Final Application Deadline:

9 July 2023

Interviews: On Rolling Basis

APPLY NOW

Contact: Richa Khattar Verma,

Programme Lead, AMPH

Ph: **99155 25250**

Email: **amph@isb.edu**

Web: **www.isb.edu/AMPH**

AMP ALUMNI BENEFITS

After graduating from the programme, you will be welcomed into the ISB-AMP Alumni network and the respective Special Interest Group (SIG). SIGs are a central component of alumni activity, providing an ecosystem wherein you can cultivate your professional network, avail of learning opportunities and access a supportive community. The alumni membership is non-refundable for participants who successfully graduate from the programme. This fee will be fully refundable for participants who do not graduate from the programme. The Associate Alumni membership fee for the programme would be INR 15,000 plus GST.

ALUMNI SPEAK



“Healthcare includes more than just hospitals, pharmaceuticals where India is the world leader, diagnostics, insurance and so on. AMPH gives a complete comprehensive approach to the healthcare sector. The learnings from AMPH can be directly used on ground which leads to growth and success.”

Dr. Raj Gopal,

AMPH Co2020-21, Director Operations, Chandan Hospital

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“The program helped me in exploring some of the complex dimensions of healthcare industry and hone leadership skills. Being the Learning Champion of the class, I had the opportunity to engage myself with national and global healthcare thought leaders and understand the various leadership mindsets and priorities of the hour.”

JP Pattnaik,

AMPH Co2021-22, Associate Director, Sr. Product Manager, United Health Group

[Read More](#)



“The best part about AMPH is the very topical course content, it teaches you how to strategize your work better. The course has helped me grow immensely as a leader and make my work more effective. Peer-to-peer learning is invaluable as the student cohort has people from all walks of Healthcare industry, with their different, unique experiences. One can see all sides of the coin and then decide how one should use it.”

Dr. Swati Jha,

AMPH Co2021-22, Program Director, Health Outreach, Sir HN Reliance Hospital

[Read More](#)

PROGRAMME FEE

Programme Fee: INR 13,20,000 plus GST @ 18%*

Alumni Fee: INR 15,000 plus GST @ 18%*

Refundable Security Deposit: INR 5,000

*GST rates as applicable at the time of application.

The fee covers: Admission, Tuition, Course material, Boarding and lodging during on-campus residencies.

The fee does not cover: ISB-Associate Alumni Network Fee.

Travel cost to and from the campus for residencies. Healthcare and Innovation and Technology Trek Cost.

Participants need to carry a laptop of standard configuration for course related work.



EMPLOYEE SPONSORSHIP SCHEME

Through the Employee Sponsorship Scheme, organisations can sponsor, full or part, high performing employees they wish to reward, retain and groom into senior management positions. In order to maintain the high quality of the participant profile, ISB requires all sponsored candidates to go through the admission process and meet the admission requirements of the programme.

Benefit to Employers

- Retaining and motivating high performing employees – reducing the costs of hiring, training and lost productivity during the learning phase for new employees
- Upgrading skills of high performing employees to enable greater

performance in senior positions

Benefit to Sponsored Employee

- Rewards for good performance
- Recognition of potential within the organisation

MAX INSTITUTE OF HEALTHCARE MANAGEMENT

Max Institute of Healthcare Management is an inter-disciplinary research centre that provides deep insights to policy makers, public institutions and corporates to create better health systems through the integrated elements of Research, Education, and Outreach. It works at the intersection of healthcare innovation and technology 4.0 pertaining to healthcare services and products.

The thematic focus areas of MIHM are:

- Managing healthcare delivery systems
- Financing and public policy
- Innovation and entrepreneurship
- Patient centricity/consumer behaviour





Indian School of Business

Registered office: Gachibowli, Hyderabad - 500 111, Telangana, India. Ph: +91 40 2318 7516

Mohali Campus: Knowledge City, Sector 81, SAS Nagar, Mohali - 140 306. Punjab, India. Ph: +91 172 459 0000

Corporate Identity Number: U80100TG1997NPL036631

 AMPH@isb.edu

 isb.edu/AMPH

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Founding Associate Schools

Associate Schools

Accreditations



Disclaimer: ISB has not sought affiliation from any University in India or abroad nor has ISB sought approval from AICTE for any of its programmes.