Schulich Mini-MBA: Physician Business Leadership Program

An entrepreneurial approach to healthcare leadership

UPCOMING DATES

October 22, 2021 – March 4, 2022
19 days over 6 months, 10 modules

Completely Online:
Friday evenings 5pm-8pm
Saturday mornings 9am-12pm
Program Insights
Include:

- How to grow a practice leveraging business acumen and financial insights.

- Explore the entrepreneurial landscape in healthcare, the role of disruptive technologies, innovation, and new business models.

- Lead a customer-focused practice.

Please note: This program is for physicians only. The program is designed for physician entrepreneurs and doctors who want to build their practice and enhance their business management skills.
Grow Your Healthcare Business Practice.
Gain the essential management competencies in a time frame that works for you.

Finally, there is a program that delivers current MBA subjects in a practical time frame for busy physicians. The Schulich Executive Education Centre has pioneered a concise Mini-MBA: Physician Business Leadership Program to provide you with current, robust business competencies directly applicable to your practice.

The Schulich Mini-MBA: Physician Business Leadership Program is designed as a technology-enhanced program, allowing for highly interactive classroom experiences that are supplemented with online materials and pre-session readings with which you engage at your own pace. Participants will gain knowledge and insights in a range of MBA subjects – including strategic management, marketing, finance and human resources – preparing them to become more effective managers in their organizations and beyond.

Here’s what makes this program ideal for any busy physician who is looking to update their competencies:

1. **Relevant, state-of-the-art MBA subjects:** Develop integrated management competencies through classes in marketing, finance, strategic management, human resources and other key MBA subject areas.

2. **Convenient virtual classroom sessions:** Attend one online 2-day module in each of the six months of the program. Between modules, engage with videos and online readings at your own pace.

3. **World-class faculty:** Interact and learn from top-rated instructors from Schulich’s MBA and EMBA programs, consistently ranked among the world’s best.

4. **Instant application to our Integrated Strategy Case Project:** Apply and synthesize your newly acquired skills to a challenging Integrated Strategy Case Project that is modeled after the renowned Schulich Strategy Field Study and get feedback from professional experts.

5. **Networking opportunities with highly experienced leaders and physicians:** Connect with and learn from your peers.
# Course Modules

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*Please note: due to faculty availability, subject order may change.*
Instructors in the Mini-MBA are drawn from Schulich’s award-winning MBA and EMBA faculty members. Below is a sampling of instructors for the program. Read complete bios online at the SEEC or Schulich websites.

Wissam AlHussaini, PhD  
Co-Program Director, Schulich Mini-MBA  
- Strategic Management

Baseer Khan, MD  
Co-Program Director, Schulich Mini-MBA

Stephen Friedman, MA Psych  
- Essentials of Human Resource Management

Michael Gardam, MD  
- Fireside Chat on Healthcare

Ashley Konson  
- Marketing and Brand Strategy

Tracey Levison  
- Leading Healthcare Transformation

Megan Mitchell  
- Entrepreneurship and Innovation

Beppino Pasquali, CPA, CA  
- Managerial Finance in Healthcare

Shane Saunderson  
- Emerging Digital Technologies

Patrick Safieh, MD  
- Managing Difficult Conversations

Mamta Gautam, MD  
- Physician Health and Wellness

Kevin Tasa, PhD  
- Negotiation

Susan Lieff, MD  
- Physician Leadership
Dr. Santhosh Thyagu, Hematologist, Lead Acute Oncology Program Princess Margaret Cancer Centre

“This course is an eye-opener for me. It provides me with the knowledge and the tools that I am sure will help me in my creative professional activities and leadership roles.”

Dr. Leonie Herx
Past President of the Canadian Society of Palliative Care Physicians, Associate Professor and Division Head of Palliative Medicine at Queen’s University, and the Medical Director for Palliative Care at Kingston Health Sciences Centre and Providence Care Hospital

“Thank for you providing such an incredible program to help us launch the next phase of our careers - this is just the beginning!!”

Dr. Erum Raheel, Medical Director, Oasis Family Health Centre

“Relevant and thought provoking sessions.”

Gaurav Mehta, Medical Director, Psychiatry
“I wish this was a part of medical school curriculum”
Program Content

DAYS 1 & 2: OCTOBER 22-23, 2021 (AM)

WIN Thinking Launch
WIN Thinking is a highly experiential business results-focused program launch event. Clinicians will be engaged and active as they discover leadership frameworks and techniques to pursue the best version of themselves and ideate about their Integrated Strategy Project.

Strategic Management I
Examine the roles played by hospitals, governments, regional authorities, as well as their decision making and accountability structures. The course also examines costs and financing; stakeholders; consolidation and clinical integration; challenges and threats.

• The course illustrates strategic management concepts in various management and multi-disciplinary settings, changing technologies and methods of health delivery.

DAYS 3: NOVEMBER 5, 2021 (PM)

Managing Difficult Conversations in Healthcare
How do you effectively manage a difficult conversation in healthcare? Whether it’s talking with colleagues, suppliers, stakeholders or patients, being able to handle tough conversations is vital to your success as a physician.

• In this workshop, we will examine some of the real-world challenges you will face and tips to prepare for and overcome them.

DAY 4: NOVEMBER 6, 2021 (AM)

Strategic Management II
Examine the roles played by hospitals, governments, regional authorities, as well as their decision-making and accountability structures. The course also examines costs and financing; stakeholders; consolidation and clinical integration; challenges and threats.

• The course illustrates strategic management concepts in various management and multi-disciplinary settings, changing technologies and methods of health delivery.

DAYS 5: NOVEMBER 19, 2021 (PM)

Leading Healthcare Transformation
Set the context of transforming yourself and the organization for changes in healthcare. Understand your own talent and leadership makeup through the LeaderGENE assessment.

• With a focus on self-awareness and natural style tendencies, participants will be taken through a debrief of their results, leadership norms will be shared, as well as ideas for how to leverage and shift style to meet the needs of your practice.

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Entrepreneurship and Innovation in Healthcare

Explore the entrepreneurial landscape in healthcare (e.g., long-term care and nursing homes), the role of disruptive technologies, innovation, new business models, leveraging public-private partnerships, understanding complex regulatory requirements, and the need for human capital.

- This course explores value creation through the art and science of business planning to drive investment, innovation and transformation in healthcare.

Managerial Finance in Healthcare

This session provides an opportunity to learn about investment and financing.

- The investment decision allocates scarce resources to projects in the organization and involves asset valuation, capital budgeting, risk management, working capital management and performance assessment.

- Ethical considerations and management in the global context are integrated into these topics.

Negotiation

Few skills are as important to physician leaders as the ability to negotiate, persuade and influence others. In this session, we examine evidence-based approaches to building agreement between parties.

- The session will introduce how to best prepare for a negotiation, how to identify whether potential agreements are good or bad, and how to be most persuasive when presenting offers.

- We will also discuss how to ask questions that lead to open and honest responses from a negotiation counterpart.

Emerging Digital Technologies and Their Impact on Healthcare

Link the execution of business strategy to innovation and new technology in healthcare.

- Understand how digital technologies can disrupt the healthcare industry

- Identify and analyze key emerging technologies and their potential application to the health system

- Consider the implications of digital transformation on your patients, practice and workforce
Focus on building skills to better work with formal and informal systems, practices, relationships and cultures so that you can identify impacts, influence decisions and achieve organizational objectives.

Develop skills to better predict the way new events and emerging issues will affect their organization, the public and stakeholders.

Building and Running a Successful Practice

Marketing & Brand Strategy

Explore leading empirical evidence and practices today for conceiving and executing a marketing strategy and building strong brands and businesses.

- Describe how behavioral economics and neuroscience inform our knowledge of how to positively impact consumer buyer behaviour today
- Conceive and execute a powerful marketing strategy to grow your brand and business

Essentials of Human Resources Management

Gain an understanding of the core elements of Human Resource Management and the ways in which HR practices can substantially contribute to an organization's performance and objectives.

Leading Change/Creating the Buy-in

Uncover the nature of change and how to manage resistance to strategic change.

- Develop your capacity to foster & lead sustainable change.
- Examine the challenge and nature of change and uncover why 80% of change initiatives fail.

Presentations and Graduation

Deliver an Integrated Strategy Case Project presentation featuring guest adjudicators, plus graduation and closing ceremonies.
Registration Details

Program Fee
$10,995 CDN + applicable taxes

- Fee includes program tuition and teaching materials.

- Payment of $10,995 CDN plus taxes is due by Oct 1, 2021.

- A deposit of $1,000 CDN is required to secure your place in the program

- Schulich Executive Education Centre’s liability is limited to reimbursement of paid tuition fee.

- Contact us about multiple registration discounts from one organization.

- Modules, speakers, topics, dates and fees are subject to change.

- Please note: access to our learning portal requires a modern browser.

- Complete registration details at seec.online/FAQ.

Completely Online
Friday evenings 5-8pm
Saturday mornings 9am-12pm
(See schedule on pages 4-5)

Technical Requirements
See: seec.online/techreq

Administrative Inquiries
Email: rlynn@schulich.yorku.ca

Find Out More Today!
Visit seec.online/dr-mini-mba
Join Prof. AlHussaini for an information session.
Aug. 17 - 7-8pm EST
Aug. 26 - 7-8pm EST
Sept. 17 - 7-8pm EST
Oct. 1 - 7-8pm EST