

A close-up photograph of a teal stethoscope resting on a white medical chart. The chart features a grid and some text, including the word 'Vital Signs' and a column of numbers: 12:00, 12:45, 1:30, and 2:15. The background is softly blurred, showing more of the chart and the stethoscope's tubing.

*Graduates should  
choose Professional  
Education in Healthcare  
Management for a  
rewarding career*

An IIHMR Research Presentation

# Graduates should choose Professional Education in Healthcare Management for a rewarding career

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If there's any one industrial sector without which human life would probably lose its significance, that's the healthcare sector. As long as there is importance of human life and humanitarian traits, the healthcare sector will definitely hale high, and so will be the demand for the associated jobs.

In the olden days, individuals devoid of any professional training used to take up a chunk of managerial roles in hospitals and other health institutes. However, the scenario has completely changed today. Call it the rising competition or increasing awareness among the general public, people have become more and more demanding and specific with respect to the kind of services required.

Today, reputed hospitals and healthcare organizations do not want to settle for just the best of medical staff, but also seek for well qualified professionals to fill in other positions in the segments of finance, marketing, quality control, facilities, administration, management, etc.

**No wonder, post graduation courses such as an MBA or a [Post Graduate Diploma in Healthcare Management](#) are gaining so much of significance in India as well as abroad.**

How healthy is the curriculum?

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The course basically focuses at acquainting the students with various policies, procedures, and practices that are required for efficient management of multiple departments of healthcare institutes and hospitals. The total duration of the course, generally spans over a period of two years, where the first year curriculum is common for all the students, while the second year comprises of a specialized stream.

The topics covered in the first year deal with varied aspects of healthcare and hospital management. Since an important portion of the course is concerned with management aspects, there are topics related to **Communication Planning and Management, Biostatistics, Principles of Management, Marketing Management, Organizational Behavior, Financial Management, and Accounting.**

To make the students aware of the health related topics and to provide them the requisite knowledge so as to efficiently undertake healthcare responsibilities, the first year curriculum also often includes **Demography and Population Sciences, Essentials of Health Economics, Essentials of Hospital Services, Essential Epidemiology, Health and Development, Research Methodology, and Health Policy and Health Care Delivery System.**

Many institutes also include summer training as a part of the course, where students get to experience the real-time working environment in a healthcare or a related organization.

During the second year, the students are required to opt among the available streams of specialization. The specialized courses/topics will then follow accordingly to the stream chosen.

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What management super powers do you get?

**Post Graduate Diploma in Hospital and Health Management (PGDHM)** or a **Master of Business Administration in Hospital and Health Management**, is an education program that works towards fulfilling the existing demand of well qualified, skilled and trained management, administration, and operations staff in the healthcare industry. The program seeks to equip the participants with key leadership and management skills that are needed for planning, identification and resolving of issues.

The course puts the students on an easy learning curve where they gain the ability to balance the aims of the hospital, foster a teamwork environment, and successfully and responsibly take up management and administrative roles, even in the most challenging healthcare and hospital environments.

Moreover, students are also equipped with strong technical knowledge and the requisite skills that make them efficient enough to offer assistance or supervision in case of untoward situations.

## **Are you Fit Enough**

Having looked at the curriculum of the course and the skills it will help to develop, a doubt about the eligibility for the course would definitely arise, and it is valid and inevitable.

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Are only the students with science background eligible for this course? Well, the answer here could be both, a yes or a no, and that totally depends on the institute you opt for.

While there are some institutes that have restricted the eligibility for individuals with science background only, there are others that allow graduates from any stream to take up this course. Likewise, some institutes require the candidates to have appeared for a **Management Aptitude Test (CMAT/GMAT/ATMA/XAT/MAT/CAT)**, while others may not.

It is, hence, advisable to beforehand check for the eligibility requirements at all the institutes that you are pinning down to inquire for the course.

## Who will hire you ?

Healthcare management students generally do not face any difficulty with respect to placements, and also manage to bag handsome pay packages, owing to the specialized nature of the job and their post-graduate status. And, since the topics covered in the curriculum cover both health and management aspects, there will be no dearth of careers.

Students get a wide scope of career opportunities that span over health care supplier companies, mental health institutes, government and private hospitals, multinational pharmaceutical organizations, Health agencies, laboratories, clinics, medical software companies, and many others.

Moreover, the opportunities are not restricted to India, but instead students can even grab excellent job opportunities abroad.

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Some of the top companies who do hire healthcare management professionals to fill in various roles are **Accenture, Thumbay Group (Dubai), AIIMS, Jaypee Healthcare, NACO, Rockland Hospital, Sterling Hospital, Fresco Informatics Private Limited, UNICEF, National Rural Health Mission, and many others.**

## How fat is your package as a fresher?

The PGDHM or MBA in HM are few of those courses that offers wide career path, interesting work profiles, good salary packages, and an overall satisfying career that can give rewards for the entire lifetime. The best part of this career path is, however, considered to be the satisfaction that a candidate gets to earn when he/she manages to make a sizable contribution to the lives of thousands of patients and family members.

As for the monetary part, a recent salary survey reveals that the starting salary of a healthcare management graduate in India ranges somewhere in between INR 240,000—INR 350,000 per annum.

Salaries, however also largely vary on the basis of the job profile that the healthcare management professionals gets to work at. For instance, as reported on Payscale.com, while a candidate working on the **Administrator earns profile of Hospital an average salary of INR 414,536 per annum, a Pharmaceutical Product Manager earns a median salary of INR 590,000 per annum.** Likewise, the **average salary earned by a Healthcare Product Manager is INR 622,825 per year,** while the yearly package earned by an **Operations Manager in the healthcare industry is INR 701,361.**

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Besides the profiles mentioned above, there are several other designations that are assigned to healthcare management candidates as well, such as Hospital Superintendents, medical/nursing directors, Hospital CEO, Hospital CFO, Health Informatics Manager, etc., with varying salary ranges for each.

Moreover, it has been also reported that professionals possessing a bachelor's or a master's degree in healthcare management earn comparatively higher starting packages, and also receive more job offers and promotions, than their counterparts.

## The Future of health care looks healthy

A recent research reveals that the health care industry in **India is touted to become the largest job industry in terms of both revenue and employment by the year 2030**. At present, about 40 lakh people are employed in healthcare management jobs, **with an average growth rate of 15% per year** of the Indian healthcare sector. A report by the Bureau of Labor Statistics indicate that by the year 2020, the demand for medical and **health service professionals will observe a hike of 22%, and as such, there will be around 388,800 jobs available in the health care sector by the end of the year 2022**.



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**Finally to conclude with a piece of good news** for students looking for post graduation management education ,especially who are not looking to pursue an MBA /PGDM in the already overcrowded generic sectors i.e.Human Resource, Marketing, Finance etc and eyeing to make a career in the health care industry. One of Country's most illustrious health care professional and a stalwart in his domain,**Dr.Sanjiv Kumar** with a career span of 41years serving in as many as 29 countries and having the distinction of offering his services to UNICEF as a part of the strategic planning and management wing hastaken up directorship o f **International Institute of Health Management Research (IIHMR) ,New Delhi** .Already an institution par excellence since 2008, IIHMR has been offering research and consulting services to various health care projects and developing several Management Development Programs in the national and international arena. The **PGDHM** is among one of the most sought after courses among graduates.It is offered with a choice o f **multiple specializations in health management, hospital management and Health care information technology**.

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