



RUTGERS

Rutgers Business School
Executive Education

Mini-MBA: Strategic Healthcare Management for Practices



Healthcare providers and managers in practices of all sizes not only have to provide excellent medical care, they also must be fluent in the broader operational and legal issues of the health care delivery system. Understanding changes in legislation, regulation and payment models that impact HCPs is imperative to maintaining compliance and maximizing efficiency.

Our *Mini-MBA: Strategic Healthcare Management for Practices* provides information critical in this area, including legal issues, quality standards, patient-as-customer relationships, and back office efficiency.

What will you learn?

- **New Face of the Patient:** Understand the needs and expectations of the modern patient, who has a consumer mindset and expectations
- **Healthcare 2020:** An overview of the US healthcare system, including evolving trends and future changes
- **Legal Considerations for Healthcare Practices:** Gain a foundational background in legal, privacy, fraud and regulatory issues related to medical records, advertising and marketing

PROGRAM BENEFITS

- Designed for health care professionals and administrators who need to master the legislative and business requirements necessary for private practice.
- Intense, time-effective curriculum has academic rigor, yet real-world clinical practice application. Experts in this highly specialized field focus specifically on the relevant business and legal concepts.
- Earn a program certificate as well as academic credits that can be applied toward future education goals. The course is also eligible for CME/CNE credits.

PROGRAM OUTCOMES

- Ensure a compliant, operationally efficient private practice with focus on critical business management skills. Convenient schedule allows participation without disrupting your practice's schedule.
- Anticipate and manage the constant changes in business and legal requirements. Maximize your time and resources spent on patient care in private practice, while minimizing time-consuming bureaucracy.
- Help other stakeholders in your practice better manage the patient experience. Show colleagues how to deliver a quality experience from exam room to back office.

CONTACT US

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