



# MDP-RX Management Development Program for Medical Professionals

Rajagiri Business School & Beyond My Coaching Presents a premium Post Graduate Certificate Program in Healthcare Management and Leadership, exclusively designed for doctors

Transform Your Clinical Excellence into Healthcare Leadership



MDP-Rx is Rajagiri Business School's flagship 8-month Post Graduate Certificate program, crafted in partnership with Beyond My Coaching, exclusively for doctors who are ready to take on leadership, administrative, and entrepreneurial roles in healthcare. This one-of-a-kind program bridges the gap between clinical expertise and strategic leadership. It equips medical professionals with the skills to lead hospitals, manage healthcare systems, and build sustainable healthcare ventures—all through a curriculum deeply rooted in healthcare realities and delivered in a flexible, practitioner-friendly format. If you are a doctor ready to step into a larger role, MDP-Rx will prepare you to lead with confidence, clarity, and impact.

# Program Overview

India's healthcare industry is expanding rapidly—projected to reach USD 320 billion, growing at a 12% CAGR. Yet, fewer than 15% of healthcare administrators have formal management training. MDP-Rx is a thoughtfully designed, management programme tailored for medical professionals who are ready to take on leadership roles in healthcare. Whether you are leading a clinical team, running a hospital, or building a healthcare venture, this program equips you with the management insight and strategic thinking needed to make informed, impactful decisions. With a flexible format that blends weekend online classes, self-paced learning, and immersive campus sessions, the program fits seamlessly into the demanding schedules of practicing doctors. Our goal is simple—to empower India's medical professionals with the knowledge, tools, and confidence to lead healthcare forward.

# Program Highlights



Healthcare-focused curriculum



**Expert faculty** 



Hybrid learning format



Alumni network



Industry connections



Affordable education



Capstone Project



Entrepreneurial support

# Who Should Apply

This program is ideal for doctors who are:



# Program Structure

- 100 hours delivered over 8 months (October 2025 May 2026)
- Hybrid delivery with three components:
  - Weekend online sessions (Sundays from 10:00 am to 01:00 pm)
  - Self-paced online modules
  - On-campus immersion at Rajagiri Business School & Rajagiri Hospital

Rajagiri



On-campus immersion is a key highlight of the MDP-Rx experience. Spread across 5 days, it offers participants a chance to step away from their routines and engage in focused, in-person learning. Held at the scenic Rajagiri campus in Kochi, the immersion includes interactive sessions, workshops, and networking opportunities with peers and faculty. Participants will also visit Rajagiri Hospital for a guided exposure to hospital operations, enabling them to connect management concepts with real-time healthcare delivery. The immersion is designed to deepen understanding, foster collaboration, and bring classroom insights to life in a dynamic, real-world setting.

## Eligibility

- MBBS/BDS/BAMS/BHMS/MD/MS/DM/DNB/MCh qualification
- Minimum 1 year of professional experience
- Passion for healthcare leadership and management

# Learning Approach

- 100+ (approximately) hours of live interactive sessions.
- 25 (approximately) hours of self-paced study
- Hands-on application through case studies and projects

# Curriculum

#### Pre-Management Program Orientation & Foundation

- · Principles of Management
- Introduction to MS Excel for Medical professionals
- · Healthcare Data Ethics, Privacy & Governance

## Module 1

#### Healthcare Strategy & Industry Overview

- · Understanding the Indian Healthcare Landscape
- · Strategic Planning in Healthcare Organizations
- · External and Internal Analysis for Hospitals
- · Growth Strategies in Healthcare Delivery

## Module 2

#### Financial Management for Doctors

- · Accounting Fundamentals for Healthcare Settings
- · Cost Concepts and Break-Even Analysis for Clinics
- Budgeting and Planning for Hospital Departments
- · Healthcare Financing and Reimbursement Models
- · Financial Performance Metrics in Healthcare

## Module 3

#### Healthcare Marketing & Customer Experience

- · Marketing Principles for Healthcare Professionals
- · Customer Experience Management & Service Quality
- · Building a Trustworthy Healthcare Brand
- · Digital Marketing Strategies in Healthcare

## Module 4

#### Operations & Quality Management

- · Operations Management Fundamentals
- · Process Improvement Using Lean and Six Sigma
- · Quality Management in Healthcare
- · Supply Chain Management in Healthcare
- · Healthcare Project Management

## Module 5

#### Leadership & People Management

- · Leadership Roles in Healthcare
- · Team Management in High-Stakes Environments
- · Organizational Behaviour in Healthcare
- · Human Resource Management
- · Leading Change in Healthcare Institutions
- · Ethics, Governance & Accountability in Healthcare Leadership

## Module 6

# Artificial Intelligence, Data Analytics & Business Intelligence in Healthcare

- · Artificial Intelligence in Healthcare
- · Understanding Healthcare Data Analytics
- · Tools and Technologies for Healthcare Analytics:
- · Applications of Data Analytics
  - \*Revenue cycle management
  - \*Patient outcomes improvement
  - \*Supply chain optimization
  - \*Population Health Management

## Module 7

#### Healthcare innovation & Entrepreneurship

- · Design Thinking for Healthcare Challenges
- · Healthcare Innovation and Adoption
- · Business Model Innovation in Healthcare
- · Healthcare Startup Fundamentals
- · Healthcare Venture Ecosystems

CAPSTONE PROJECT

# Faculty & Mentors

## Learn from the Best

## Academic Excellence

Learn from a distinguished pool of professors with deep expertise in key management domains such as strategy, finance, operations, marketing, and leadership. Our faculty bring decades of experience in teaching, research, and consulting, and are drawn from Rajagiri Business School as well as other leading institutions in India and abroad.

## Industry Immersion -

Complementing the academic perspective, the program features industry experts who offer real-world insights from across the healthcare ecosystem. Participants will engage with hospital CEOs, medical directors, healthcare entrepreneurs, startup founders, technologists and senior administrators.



Prof. Nilanjan Sen (PhD, CFA) Professor, Department of Finance Massry School of Business University at Albany (SUNY) USA



Prof. V G Venkatesh Vice Dean & Professor -Supply Chain Management, EM Normandie Business School, France



Mr. Mitesh Agarwal Managing Director -Asia Pacific Google Cloud



Dr. V. Raja Sreedharan Senior Lecturer Operations and Supply Chain Management & Program Director of the MSc Supply Chain Master's Program Cardiff Metropolitan University, UK



Dr. Rebekah Schulz Senior lecturer Lecturer, School of Business, University of Wollongong, Australia



Dr. Binoy Joseph Associate Director, Rajagiri College of Social Sciences



Prof. (Dr.) Manoj Menon Fr.Dr. Francis Sebastian Head, Department of Personnel management Rajagiri college of social sciences



Manavalan CMI Assistant Director, RBS and RCSS (Valley Campus) Kochi



Dr. Angela Susan Mathew Associate Dean (Academics) & Associate Professor Information Systems & Business Analytics Rajagiri Business School

This powerful blend of academic depth and industry immersion ensures that participants receive a well-rounded, impactful education tailored to the evolving demands of modern healthcare.

# Real-world Case Studies



## Apollo Hospitals

Apollo Hospital's expansion strategy



#### **Aster DM Healthcare**

Aster DM Healthcare's financial decision-making during crisis



#### Narayana Health

A case study in Innovative Care Delivery Models for Cost-Effective, High Quality Healthcare



#### MAX Healthcare

Max Healthcare's operational turnaround



#### cloudphysician

Case study in Al-Driven Tele-ICU Innovation for Equitable Critical Care



#### Novartis

Novartis in India- balancing innovation and affordability



#### Fernandez Foundation

A case study in Innovative Maternal and Neonatal Care Delivery



#### Midtown Medical Center

Midtown Medical Centre's expansion strategies



#### Aravind eyecare system

A case study in Eliminating Needless Blindness through innovation and equity



#### Biocon

Strategic Growth and Diversification in Biotechnology Industry

#### Notes: -

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# Learning Outcomes

- Lead strategically by developing growth plans, managing change, and driving institutional vision
- Make informed financial decisions, including budgeting, performance analysis, and improving profitability
- Build patient-centric brands through effective marketing, digital outreach, and experience management
- Improve operational efficiency using process improvement tools, quality frameworks, and data-driven systems
- Step into leadership and entrepreneurial roles—from hospital administration to launching successful healthcare ventures

# Assessment Strategy

- Short quizzes for each module.
- Case study analysis Team-based, Presentation and Feedback Panel.
- Capstone project with faculty and industry mentoring.



# Program Benefits



Post graduate certificate from a globally accredited B-School:

Receive a prestigious certificate upon successful completion



Join the executive alumni network of Rajagiri Business School



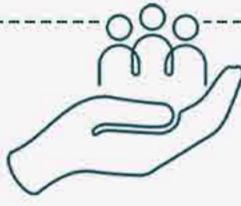
Networking Opportunities:

Connect with faculty, industry experts, and peers



Career Advancement:

Gain skills needed for leadership and administrative positions



Entrepreneurial Support:

Access resources for healthcare startup development and our incubation center for startups



Continuous Learning:
Receive updates on emerging healthcare management trends



"At Rajagiri, we believe in transforming professionals into visionary leaders. This program empowers doctors to lead with insight, innovation, and impact."

Fr. Dr. Saju MD CMI Principal, Rajagiri College of Social Sciences (Autonomous) & Executive Director, Rajagiri Business School



"Bridging healthcare and management, this unique initiative equips medical professionals with the skills to drive strategic growth in dynamic environments."

Dr. Kishore Gopalakrishna Pillai Distinguished Professor in Marketing Director & Dean, Rajagiri Business School



"Doctors are change-makers. This program sharpens their leadership edge and helps them navigate the business side of healthcare with confidence."

Dr. Nithin Sebastian CEO Beyond My Coaching; CEO Milestone Learning Space & Director, DBMCI Kottayam Academics

# Sample Certificate



MDP-RX Professional Certificate Program

This is to certify that

# Dr. Jose George participated and successfully completed

Post Graduate Certificate

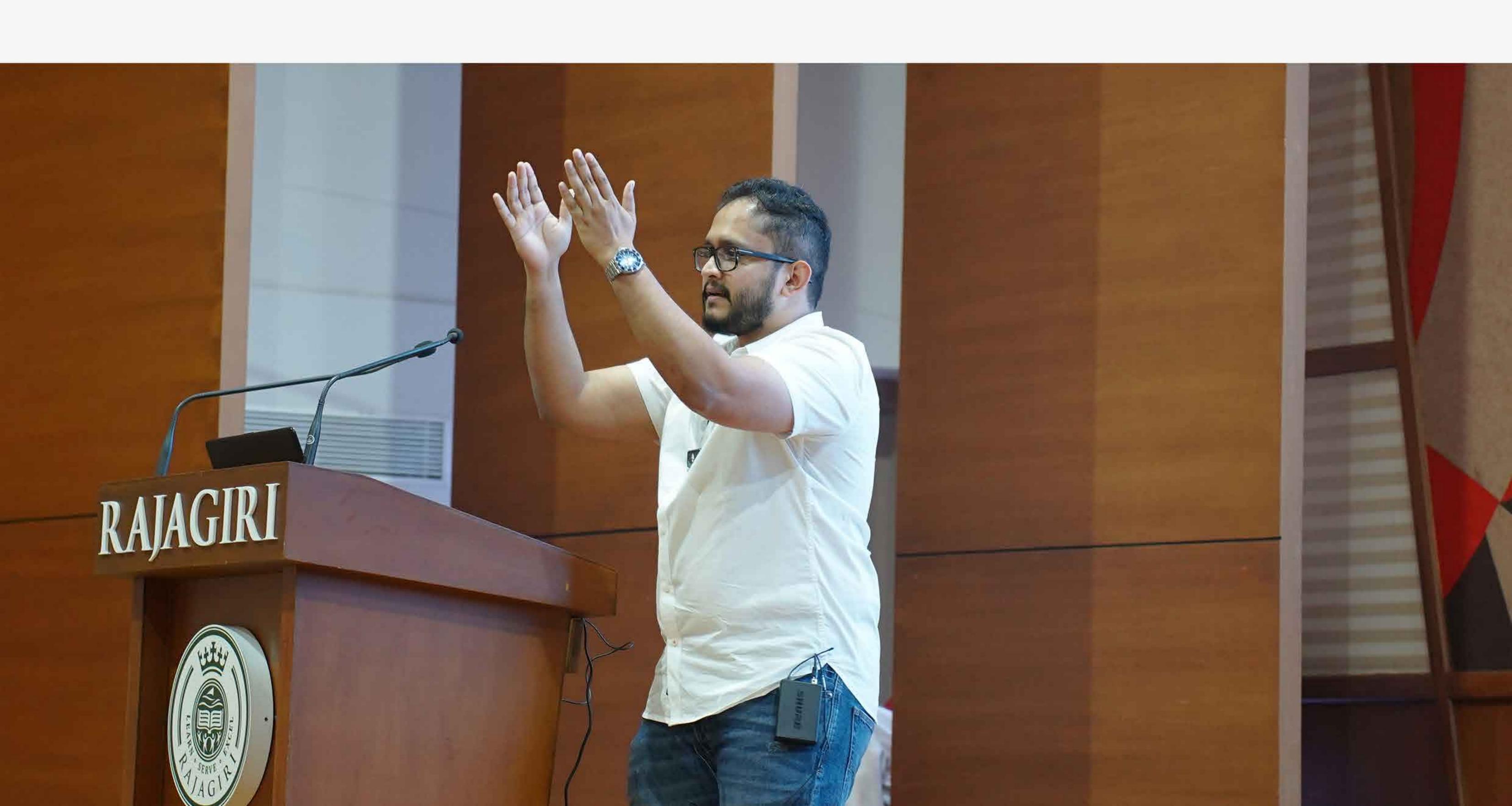
## Healthcare Leadership And Management

October 2025 to May 2026)

Dr.Binoy Joseph Associate Director, RBS MDP-Rx Program Director



Dr. Kishore Gopalakrishna Pillai Director & Dean, RBS



# Market Landscape

## \$660 billion



is the expected valuation of global digital health market by 2025, driven by increased adoption of AI, telemedicine, and wearable health devices.

(World Economic Forum, 2024)

## \$1.2 trillion

is the projected size of the global healthcare industry's profit pool by 2027, growing at a 7% CAGR.

(McKinsey & Company ,2024)



## 75%

of healthcare organisations globally are planning to increase their investment in AI technologies for diagnostics, patient management, and predictive analytics

(Forrester, 2024)



## Fee Structure

**Program Fee: ₹2,05,000 + GST** 

- Covers all instruction, learning materials, and campus immersion costs [Accommodation costs extra]
- Flexible payment options available

# How to Apply



Register on the MDP-Rx web page

Complete the application form with supporting documents

Application review and selection communication

Receive provisional offer letter and confirm seat with payment

Receive program admit letter upon confirmation

## Important Dates



30 May 2025	Applications Open
15 August 2025	Early Application Deadline
15 September 2025	Regular Application Deadline
5 October 2025	Program Start
October 2025 & May 2026	On-Campus Immersion
May 2026	Program Completion
May 2026	Valedictory Ceremony

# Brought to you by

## Rajagiri Business School

a CMI institution







Rajagiri Business School is one among the global 6% AACSB-accredited business schools. Schools that have earned Association to Advance Collegiate Schools of Business (AACSB) business accreditation demonstrate an ongoing commitment to excellence in teaching, research, curriculum development, and learner success.

The School's PGDM program is accredited by European Foundation for Management Development (EFMD) and is one among the 14 EFMD-accredited Programs in Asia.

In partnership with:









A++ grade with CGPA of 3.83 on 4-point scale



Ranked 20th nationally in the College category



Ranked 2nd in the College category in the State





Joint Commission International (JCI)



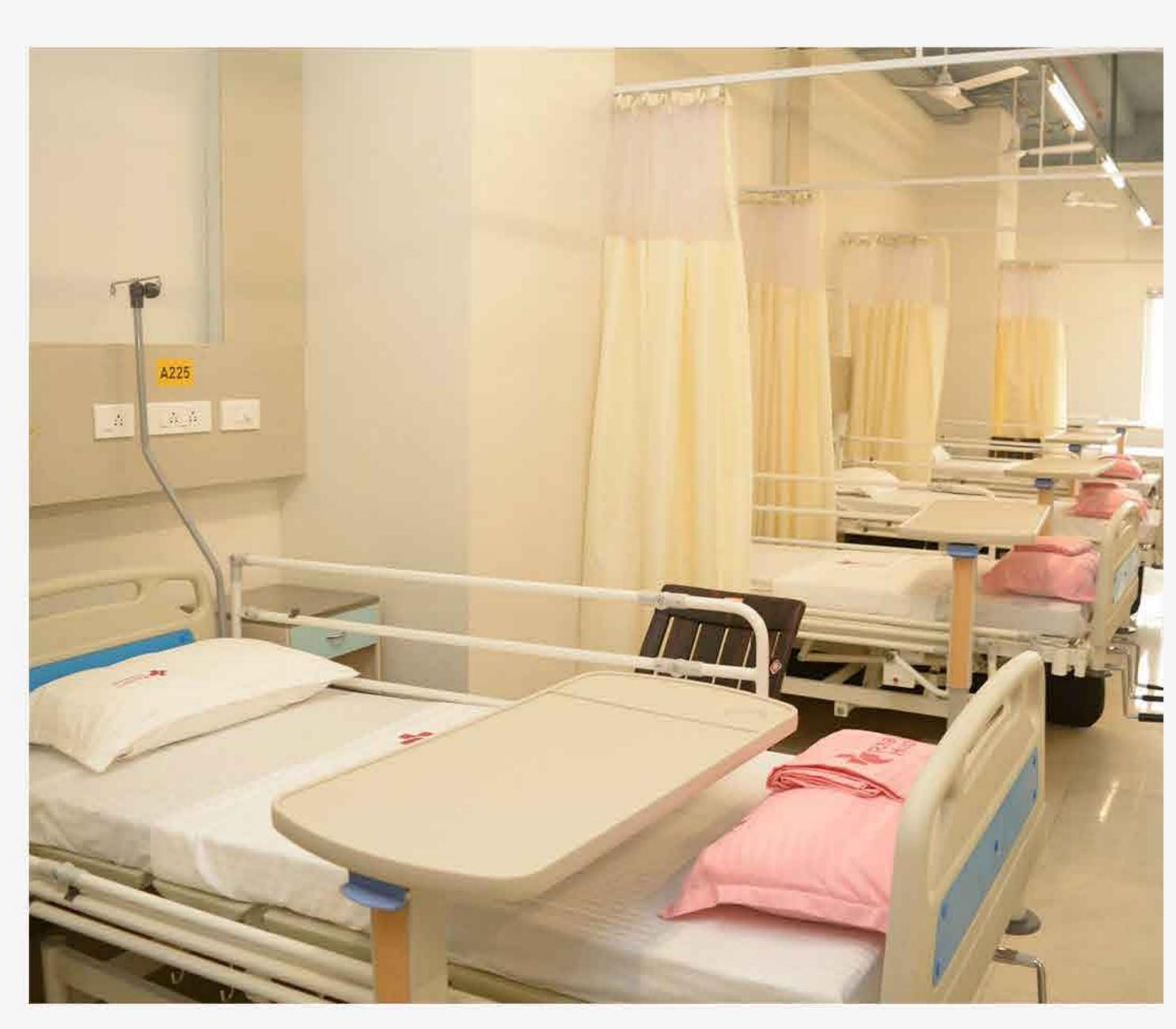
National Accreditation Board for Hospitals and Healthcare Providers



National Accreditation
Board for Testing and
Calibration Laboratories



Ethical Principles in Health Care (EPiHC)





## Contact Information



rajagiribusinessschool.edu.in/mdp-rx



## Schedule a Consultation-

Write to us to learn more about how MDP-Rx can advance your career. We will schedule a one-on-one consultation with our program advisors.

# Why MDP-Rx?

In today's medical community, lacking experience or training in management represents a significant gap for doctors aiming to lead. The MDP-Rx program offers the perfect solution by combining healthcare expertise with essential management skills, delivered in a format designed specifically for busy medical professionals.

Don't miss this opportunity to join the next generation of healthcare leaders who are transforming India's healthcare landscape through professional management expertise.

