# CERTIFICATE COURSE IN HOSPITAL MANAGEMENT (CCHM) PROGRAM



THE SANKARA NETHRALAYA ACADEMY
(A Unit of Medical Research Foundation)
Chennai



#### **ABOUT US**

The Sankara Nethralaya Academy (TSNA) is the academic wing of Sankara Nethralaya, the leading super speciality eye hospital based in Chennai. It is a one-of-its-kind academy which offers a distinctive series of educational programs ranging from certificate to doctoral level programs in various fields including allied health sciences like Ophthalmic Nursing, Operation Theater Assistants, Medical Laboratory Technology, Medical Records, Optometry, Ophthalmology and MBA in hospital & health system management. The primary goal of the academy is to critically create a pool of comprehensive, well-trained health care professionals with the confidence and capability to meet the challenges in health sector.

TSNA is a pioneer institute inculcating knowledge and skills pertaining to health care, research and hospital administration. Sankara Nethralaya accomplishes its excellence in education through its academy with all modern facilities, paving way for an excellent ambience for extensive learning. It provides the highest possible standards of professional competence and conduct to the health care practioners and administrative personnel around the world. It aims at enhancing their knowledge and expertise without compromising on professional ethics and quality education which helps them to do ordinary things extraordinarily well.





### FOUNDER'S MESSAGE





Dr. S. S. Badrinath, Chairman Emeritus, Sankara Nethralaya, Founder, The Sankara Nethralaya Academy.

The SN Academy (TSNA) is avowed to employ a system of educating people in a community or society, in schools, arts & science colleges, imparting knowledge through instruction courses, training classes, and usher in newer training/teaching methodologies including the use of Information Technology. The objective is to teach courses that deal with A to Z in healthcare services.

LOGO: Amidst numerous entries, we have selected the logo which extols education. It proclaims that Education is as important as the eyes — just as light dispenses darkness, Education dispenses the darkness of ignorance.

DIPLOMA: Certificates and fellowships for educational programmes of various durations would be awarded by the academy at the end of successful completion of the course. Importance to practical training would be of utmost importance definitely necessitating smaller number of students per class and longer duration of courses. Both Distance education programme and residential form of education would be imparted.

TEACHING AND TRAINING: Most of the teaching and training is planned to take place at the main campus of the Academy. If some corporate houses require our programme to be conducted in a place other than our headquarters, the same can be considered. We are at present doing a training course for "Titan" for their Titan Eye Plus. Our team would travel out to impart knowledge.

E-EDUCATION: Some of the basic and fundamental courses shall be conducted by E-Education methodology. However for the practical and hands on training the facilities at the SN hospitals shall be utilized.

JOB OPPORTUNITIES: Healthcare industry is likely to expand exponentially. A candidate trained at the Sankara Nethralaya Academy would be at an advantage for having gained a certificate from a well-known institution, besides having gained greater practical knowledge and skill.



# **BOARD OF GOVERNERS**





Dr. S. S. Badrinath Chairman Emeritus & President, Medical Research Foundation, Chennai.



Prof Bala V. Balachandran Founder and Dean, Great Lakes Institute of Management, Chennai, India



Lion. Dr. Chandrasekara Shetty Chief Technical Advisor, Sight First, Lions Club Foundation



Mr. R S Falor Tustee of Aknil Bharathiya Shri Vallabh Perrti Seva Samaj Trust, Tirupathy & Rameswaram



Mr. Homi Bhabha Director – Merck Ltd, & Ceekay Daikin Ltd



Mr. M S Jayaraman (MSJ) Management Consultant & Coach (leadership Building) Atheros, Chennai



Lion P. Haridas Senior Advocate, Secretary - DG Vaishnav College, Chennai



Dr. Neil R. Miller Professor of Ophthalmology, Neurology, and Neurosurgery at the Johns Hopkins Medical



Dr. A Kalanidhi Vice-Chairman - CSTAR, Former Vice Chancellor, Anna University, Chennai



Dr. T. K. Parthasarathy Pro Chancellor, Sri Ramachandra University, Chennai



Dr. Lingam Gopal Senior Consultant, Sankara Nethralaya, Chennai



D.R.Karthikeyan Advisor, Law-Human Responsibilities-Corporate Affairs



Dr. K. S. Vasan Managing Director, Medical Research Foundation, Chennai



### **BOARD OF GOVERNERS**





Dr Ashok Jhunjhunwala Chairman & Professor -Electrical Engineering Department, IIT Madras



Dr Ravindra D Bapat Former Vice-Chancellor of Mahatma Gandhi Mission University of Health Sciences



Dr S Bhaskaran Chairman, Medical Research Foundation, Chennai



Dr S Swaminathan Director, Centre for Nanotechnology & Advanced Biomaterials.SASTRA University,Thanjavur



Dr Vijay Dasmania Vice Chancellor – HIHT University,(The Himalayan Institute Hospital Trust), Dehradun, Uttaranchal



# TSNA HIGHLIGHTS



#### **CLASSROOMS**

TSNA strongly believes that the atmosphere also plays an important role in disseminating education. This is seen by the air-conditioned, smart classrooms equipped with modern audio video aids like the LCD projector, computer, internet access, ActivInspire touch screen board, etc., tailoring to the learning needs.



Classrooms

#### **LABORATORIES**

The NABL accredited laboratories at Sankara Nethralaya are furnished with the modern equipments to render the best practical, hands-on training to the students to make them the most competent professionals in their career.



Laboratories

#### **LIBRARY**

TSNA has an excellent, well-established air-conditioned library for the benefit of students, faculties and researchers. It comprises a large collection of books covering various branches of medical and health sciences, management and related fields to help the students supplement their coursework with additional information. Equipped with reading space, it includes a huge collection of reference books and journals.



Library

#### INTERNET FACILITY

Availability of hi speed internet and computer lab with latest systems, to the students helps them to get connected to the world happenings and to acquire knowledge in their leisure time at a faster rate. Additional acquisition of information online ensures that the students stay ahead of their counterparts in the field.

#### **DINING HALLS**

To naturally focus on social life, the institution provides dining halls. Besides this, there is a coffee shop inside the campus and clean mineral water is been provided to the students. Moreover the students can also avail hygienic food from the canteens in the campus.

#### **TRANSPORTATION**

Transportation facilities are being rendered for the students to move between the different campuses of Sankara Nethralaya at fixed timings. In addition to the above, transport is made available in the evenings to drop the students at the railway station.

#### HOSTEL FACILITY

Spacious rooms with uninterrupted power supply and generator facility are available in the hostel. To aid the quest for knowledge, access to the internet is provided. Communication services and television for entertainment is also made available.



Internet Facility



Dining halls



Transportation



**Hostel Facility** 



# CERTIFICATE COURSE IN HOSPITAL MANAGEMENT



#### Objectives

- → The course is intended to provide hospital management professionals with a broad perspective of the topics related to management with emphasis on health care delivery.
- The pedagogy and content are health care specific and designed to address the concerns of the hospital administrators / executives / supervisors and equip them with the knowledge required to increase effectiveness and efficiency.
- + This course aims to the keep the participants abreast of the latest trends in health care management with topics designed to address contemporary issues in a Health Care Organization.
- + The course is designed to increase the overall understanding of management issues and concepts by mid-level and senior managers to help them make well–informed decisions.

#### Who should attend

- + The course is open for individuals in the supervisory / executive or managerial positions in hospitals and related health care institutions.
- The course can be pursued by individuals who are desirous of moving to a management position from their current level in the health care industry.
- Graduate students who would like to have an overview of health care management
- + Physicians and Surgeons who are managing their own health care institutions and who could use these inputs to run their institutions

#### Methodology

- + Class room lectures followed by simple exercises to understand the application of the concepts.
- + The course draws from the rich, real-time experiences in hospital management and the latest managerial techniques from the subject experts with appropriate theoretical inputs in the required areas.

Topics Covered				
+	HR in Health Care	+	IT and Health care	
+	Customer Service	+	Health care Laws	
+	Leadership Skills	+	Total Quality Management	
+	Service marketing	+	Training & Development	
+	Hospital Accreditations	+	Financial management	
+	Supply Chain Management	+	Hospital Tour (Sankara Nethralaya)	

#### Eligibility

- ★ Any Degree with recognized university.
- → Doctors / Administrative Officers in Healthcare institutions.
- → HOD / Section Head / Executives working in Healthcare area.
- + Management Students who wants learn about Hospital Management.

#### Age

→ No bar

#### Duration of the course

+ 12 weekends (on Saturdays), (2pm − 5pm)

#### **Course Commences**

+ 18th January 2014 (Saturday)

#### Certification awarded by

 The Sankara Nethralaya Academy, Unit of Medical Research Foundation, Chennai.

#### Course Fee

 Rs 15,000/- (Rupees Fifteen Thousands) (Inclusive of Service Tax 12.36%). The DD to be in favour of MEDICAL RESEARCH FOUNDATION, CHENNAI.

#### Faculty for the Course

- Practicing professionals
- → Management Consultants
- → the health care industry

Venue	Program Coordinator
Lecture Hall	Mr. Mahalingam
KNBIRVO Block,	Academic Officer / Assistant Registrar
Sankara Nethralaya ( Main Campus)	Phone: 4908 6000 / 3257 3256
No 18 College Road,	Time: (10 am – 5pm)
Nungambakkam	E–Mail : mahali@snmail.org
Chennai – 600 006	Web : www.thesnacademy.ac.in

#### Our CCHM Course Alumni are from Apollo Group of Hospitals, Sir Ivan Stedeford Hospital, Chennai **Ambattur** Akash Fertility Centre & → Thirumalai Charity Trust Hospital, Hospital, Chennai Ranipet BRS Hospitals, Chennai + Dr Andal Fertility Hospital, Nellore, Andra Pradesh → Chettinad Hospitals / Health City, Chennai + Right Hospitals, Chennai Janu Eye Care Hospital, Chennai + Army Hopsital, Chennai Life line multi speciality + CSI Kalyani Hospital, Chennai Hospitals, Chennai → Sakthi Hospital and Research Lister metropolis Lab, Chennai Centre, Chennai Mediscan, Chennai Medzon Ganesh Hospital, Adyar, Chennai

#### Our CCHM Course Alumni are from

- Madras Medical Mission, Chennai
- → Mahathma Eye Hospitals, Trichy
- Jaya Eye Care, R A Puram, Chennai
- Mohamed Sathak Kater Medical College & Research Institute, Chennai
- KC Multi Speciality Hospital, Avadi, Chennai
- L & T Parys Medical Centre, Chennai
- → Dr Lakshmi Hospitals, Nellore
- International telehealth centre, Bangladesh
- Public Health Centre, West Mambalam, Chennai
- → VS Hospital, Chennai
- Medi Asst , Insurance TPA, Chennai
- ★ Régional Centre, ECHS, Chennai

- → Anna University, Chennai
- → Billroth Hopsital, Chennai
- PSG Institute, Coimbatore
- ★ ESI Hospital, Pondicherry
- ★ Sathish Eye Hospital, Chennai
- Preethy medical Suppliers, Marthandam
- → SRM University, Chennai
- → Gremaltes Hospital, Chennai
- Sree Jain Medical Relief Society, Chennai
- → Vision care Hospital,
- → Be Well Hospitals Chennai
- → The B A S E Hospital, Chennai
- ★ M N Ortho Hospital, Chennai
- ★ Ashwini Eye Care Hospital, Ambattur, Chennai

#### **COURSE CONTENTS**

- 1 Supervisory skills for managers
  - → What is supervision
  - → Why is supervision important
  - + Qualities of a good supervisor
  - + Importance of interpersonal skills for effective supervision
- 2 Role of HR in Health Care
  - → Talent acquisition methods
  - → Performance Management
  - → Statutory compliances
  - + Employee engagement and its importance
  - ★ Talent development and learning services
  - ★ Talent retention and career pathing
- 3 Accreditation for hospitals
  - → Why accreditation?
  - → Agencies for accreditation
  - + Processes to be followed
  - Benefits and payoffs of accreditation
- 4 Health Care laws and Medico legal issues
  - → Introduction to Medico legal
  - → Laws that are applicable to a health care institution
  - → The Scope of CPA and its application to HCO
  - → Discussion of a few relevant case laws related to health care

#### **COURSE CONTENTS**

- 5 Communication skills for Managers
  - ★ What is communication?
  - Are all communications effective?
  - ★ Need for effective communication.
  - → Barriers and Bridges to communication
  - → Importance of Body language in communication
- 6 ICT and Technology in health Care Delivery
  - The role of technology in todays world
  - + Technology available to a HCO for better service delivery
  - Automation in Hospitals benefits and payoffs
  - **→** FMR
  - ★ The future path of technology for a HCO
- 7 Marketing for Hospital's
  - Introduction to Marketing
  - ★ The P's of service marketing
  - → Use of the marketing mix for a HCO
  - + Introduction to segmentation and positioning
  - → Development of USP and RTB
  - Marketing Promotions
- 8 Leadership / Team Building
  - ★ What is leadership?
  - ★ Qualities of a good leader
  - ★ Why are teams important?
  - ★ How are teams formed?
  - Meeting organizational objectives by effective team management

#### **COURSE CONTENTS**

- 9 Health Insurance and Claims Management
  - What is insurance?
  - + Why is health insurance gaining prominence today?
  - → How to process claims?
  - → Insurance guidelines for HCO and patients

#### 10 Customer Care

- Why is customer care important?
- Benefits to a HCO on good customer care
- → Guidelines for quality service delivery
- + Types of customers and methods of handling them
- → Process and procedures to ensure patient satisfaction

#### 11 Finance and Managerial Accounting

- + Introduction of finance and its difference from accounts
- ★ Why is it important to control finances
- → How to assess the financial implications of a CAPEX
- + How to assess the financial health of the HCO through managerial accounting

#### 12 Total Quality Management

- → Definition of Quality
- + How quality can be a differentiator in a competitive market?
- → Quality standards and benchmarking
- → Quality maintenance payoffs for the HCO





#### Shri Deepak Chander Rujay –

Joint Director (Accounts & Asset Mgnt), Regional Centre – ECHS, Chennai is receiving course completion certificate from

#### Dr S S Badrinath

Founder / President cum Chairman Emeritus of Sankara Nethralaya on 27th April 2013.







#### CCHM

First Batch of Participants Interacting with

#### Dr S S Badrinath

Founder / President cum Chairman Emeritus of Sankara Nethralaya







Commencement of 2<sup>nd</sup> Batch – CCHM Program on 03.03.2013







Dr T V Subramanain – TQM Guru Shri Samuel Abraham – CMC Vellore







A Session on Supervisory Skills by Dr Ashok babu







A Session on Customer Care by Ms Vima Dorairaj – Mahindra Holidays & Resorts Group





**\$**\_\$



Sivanandam - Dy Manager -New India Assurance, Chennai







A Session on Role of HR in Healthcare by Ms Sudha Mohan - SN





\$\\$\\$\\$\\$\\$\\$\\$\\$\\$\\$\\$\\$ 2<sup>nd</sup> batch of CCHM Course after Certification Ceremony with senior faculty Mr Madhusudhan Kavali Sr Manager – Faber Sinduri, Hydrabad





車▲≒



Management by Management Consultant Mr Ravindran – ACA; CWA







Role of ICT in Healthcare by Dr Sumanth C Raman – TCS







CCHM – 4<sup>th</sup> Batch Participants – Group Photo – Last day session – 10.08.2013.





From The Program Participants



Dr. Anita Suryanarayan M.D. (Path)
Vice President - Operations (TN & Sri Lanka),
Metropolis Healthcare Pvt Ltd.
Lister Metropolis Laboratory - Chennai,
Mobile: +91 9841014652/

email:anita@metropolisindia.com

"The certificate weekend course on Hospital Management more than satisfied all the expectations with which I attended this programme. Though belonging to a Laboratory set up rather a chain of Labs, the problems we face in the industry are the same. there are challenges with Customer Support/ HR/ Supply chain Management/ IT everyday. It is important for us as these affect our customers who are our end users and for whom we take so much care as we have been taught to do. Unless we know as heads we are not able to train our staff and the organization and end user suffers. All these topics explained by a wonderful, cooperative and knowledgeable faculty very well selected, have brought these points very clear. Even topics like Health Insurance / Legal issues of which we do not know much but need to know, have been very clearly explained. The topic Operation and Management brought many facts very clear and these we will use for our future Labs and centers. We will even try and use this model for our present facility to minimise energy loss and improve efficiency. The staff of SN Academy Mr Mahali, Ms Leela, Ms Sreeedevi and others have shown a classical example in care of people, patience in answering queries, updating with information and topics and sending us the presentations. They are a wonderful team and we are privileged to know them all. From Mr Mahali and his team also we have learned a lot.

My thanks to Dr Badrinath for constituting and understanding the need of training and this wonderful group of people who are the spirit of the Academy.

I look forward to attending more programmes and yes, my candidate for the next course is already selected. Wish you all the very best "

Kind regards,

Dr. Anita Suryanarayan M.D. (Path)



From The Program Participants



Dr (Col) R Rajamahendran,

Chief Administrartive Officer,

Sir Ivan Stedeford Hospital

Ambattur - Chennai - 53

It was a great experience to be in the MMA-SNA Hospital Management course and I sincerely thank you and your team for organizing the course in an exemplary way. It is my loss that I could not be with my fellow classmates on the golden day of taking a tour of SN and meeting you all today and Dr SS Badrinath.

An appreciable prompt work done Mr A Mahalingam, Academic Officer and his team. I wish the tour and the meeting a grand success and start many such wonderful courses from the SN Academy.

Regards.

Dr (Col) R Rajamahendran,

Dr Atheek S DO DNB

Consultant Ophthalmoligist, Fathimah Eye Clinic

23, Arulanandam Street, Santhome,

Chennai 600 004, dratheek@gmail.com

Thank you very much for organizing the CCHM course in a systematic and coordinated manner. The course was a great eye opener for practicing ophthalmologists with regard to administrative work. The course duration and timings were convenient; it ensured we did not miss much of our practice. It was a privilege to be a part of CCHM course conducted by SN. I extend my sincere thanks to Dr S S Badrinath, all the faculty members and SN team for making it a grand success. I look forward to attend more such programmes organized by this wonderful team.

Regards

Dr Atheek S DO DNB



From The Program Participants



Abaya Sundar, Cognizant Technology Solutions Pvt Ltd. abayasundar@gmail.com

This course will really help me in future and the way the course was conducted was also nice... I got to know completely about the management in hospitals. Thanks to Sankara Nethralaya Academy for giving me such a oppurtunity for undergoing this hospitality management course.

Regards,

Abaya Sundar,

SrividhyaGanesh

Jaya Eye Care Centre, Mandavelipakkam, Chennai

My husband being an alumnus of Sankara Nethralaya, we keep getting mailers giving information on various happenings in the institution. It was one such mailer informing about a certificate course in hospital management that drew my attention. I wanted to get some idea about what was involved in managing a hospital and the fact that the course timings were convenient, the duration short but not too short and finally, the impeccable reputation of the institution – all contributed to me applying for the course. Within two days, I was enrolled in the course. Everything was seamlessly managed through email. My doubts were cleared, online payments were arranged and I was all set to attend the course. From the first day, I recognized that this was a professionally organized course for professionals. How much we can take back home from the course depends on how much we are involved in the learning process. The faculty comprised of experts in their chosen fields with a lot of practical knowledge. The classroom provided a good platform for them to teach us how theory and practice could be integrated. The modules themselves gave us an introduction to the various facets of running a hospital – finance, administration, personnel, law, technology, human resource, etc. The faculty were open to discussions and guestions and in fact encouraged us to mail them with feedback and doubts if any. The entire experience was very enriching and has sown the seed in my mind to learn more about the various topics. I hope SN Academy arranges periodical one day seminars on individual topics so that we are able to keep abreast of what is happening in the management field. I also hope that in future more faculty from Sankara Nethralaya also participate in the program as collectively they have a wealth of experience which they can share with us.

My best wishes to SN Academy for the success of all its ventures and endeavours. SrividhyaGanesh



From The Program Participants



Rajan C,

+91 98416 18738

Thank you very much for a great co-ordination in conducting this Certificare Course in Hospital Mnanagement in a grand success which is more beneficial towards the Healthcare community through different professionals. We the participants are expressing our heartiest thanks to everyone in TSNA (starts from Security guards, housekeeping staffs, administration staffs, the video coverage men, and so on) Special thanks to TSNA, MMA including Mr.A. Mahalingam, Ms.Selva Leela, Ms. Sridevi for their extraordinary coordination. Have a Great Day! See you all during the session.

Cheers! Thanks and Regards,

Rajan C,

S.M.Raihan, Managing Director

International Tele-health Services Ltd., Dhaka, Bangladesh

Basically I am from engineering background but presently involved in healthcare service provider. We run a telemedicine center in Bangladesh. We are connected with Apollo group of hospitals, India and Medica Super specialty Hospitals, Kolkata. Recently we have decided to make a super specialty hospital in Bangladesh. That's why I was searching for a course to learn about hospital management. I got the information from Google that Sankara Nethralaya is going to organize a daylong seminar on Hospital Management; I took the opportunity and attended the seminar. The seminar was excellent and very informative. From there I came to know that Sankara Nethralaya is going to organize a Hospital Management Certification Course. I went through the list of course modules and found interesting and encouraging to join the course. Then I spoke to Mr. Mahalingam and discussed details about the course and finally joined the course. From day one, I recognized that this was a professionally organized course for professionals. How much we can take back home from the course depends on how much we are involved in learning process and how much we can accommodate. The faculty was well comprised of wise experts in their chosen fields with a lot of practical knowledge. The classroom provided a good platform for them to teach us how to integrate theory in the practice field. The modules gave us an introduction to the various facets of running a hospital finance. administration, personnel, law, technology, human resource etc. The faculty was open for discussions and questions and that encouraged us to mail them the feedback and doubts we had. The entire experience was very enriching and has sown the seed in my mind to learn more about the various topics. It was a great experience to be in the SNA Hospital Management course. I sincerely thank you and your team for organizing the course in an exemplary way. An appreciable prompt work was done by Mr. A Mahalingam, Academic Officer and his team. Finally, we all teammates were very lucky to receive our certificates directly from the hands of Chairman Emeritus Dr SS Badrinath along with his blessings.

I wish SN Academy will excel further professionally in days to come.

With best regards

S.M.Raihan, Managing Director



## SANKARA NETHRALAYA BRANCHES

Sankara Nethralaya (Main Campus) No. 18, College Road, Chennai - 600 006,

Ph No: +91-44-28271616 , Fax No: +91-44-28254180 E-mail id : mrf@snmail.org

Jagadguru Kanchi Sri Chandrasekarendra Saraswathi Nethra Nilayam (JKCN Complex) No. 21, Pycrofts Garden Road, Chennai - 6,

Ph No: +91-44-28271616, E-mail id: mrf@snmail.org

Navasuja Sankara Nethralaya No. 73, Venkata Krishna Road, Raja Annamalaipuram, Chennai - 600028. Ph No: +91-44-24611273, 24610118 E-mail id: navasuja@snmail.org

C.U.Shah Sankara Nethralaya No. 8, GST Road, St.Thomas Mount, Gunidy, Chennai 600 016 Ph No: +91-44-22346022, 22341717 E-mail id: reh@snmail.org

Smt. T.K. Lakshmi Ammal and Smt. T.K. Alamelu Ammal Sankara Nethralaya New No. 39, old no. 19, 1st Main Road, East Shenoy Nagar, Chennai – 30. Ph No: +91-44-26641913, +91-44-28271616, Aditya Birla Sankara Nethralaya (Kolkata) No. 147, Mukundapur Em By Pass, Kolkata-99. Near Purva Jadavpur Thana Ph No: 033-44013000 E-mail id: snk@snmail.org

Sankara Nethralaya (Rameswaram) (Falor Hospital) Goswami Mutt, No. 45, West Street, Rameswaram - 623 526.

Ph No: 04573-222004 E-mail id: snr@snmail.org

Sri Srinivasa Sankara Nethralaya (Tirupathi) TTD Central Hospital, K.T.Road (Near TTD Administration Bldg.)

Tirupathi - 517 501. Ph No : 0877-2264703 E-mail id : srinivas@snmail.org

SRI CITY SANKARA NETHRALAYA

Sri City Medical Care Center 305, North, 2nd street, Sector3, Sri City, Varadaiahpalem Mandal, Chittoor Dist, AP-517541 E-mail: scsn@snmail.org, Phone: 08576 – 308 600

# www.sankaranethralaya.org



### THE SANKARA NETHRALAYA ACADEMY

(Unit of Medical Research Foundation)

No: 9, Vanagaram Road, Ayanambakkam, Chennai - 600 095.

Ph No: 044 - 4908 6000, Fax: +91-44-28254180,

E Mail: snacademy@snmail.org / Web: www.thesnacademy.ac.in