

## **Senior Healthcare professionals find the SN Academy Hospital Financial Management Course Outstanding**



The Sankara Nethralaya Academy, the academic arm of Sankara Nethralaya which has carved a niche for itself among Health care and Hospital Management professionals with its trailblazing courses in these subjects like MBA in Hospital & Healthcare Management, Certificate Course in Hospital Management and Post Graduate program in Optical Retail Management, launched the 'Certificate Course in Hospital Financial Management (CCHFM)' a highly specialized course to enable finance personnel, administrators and planners of healthcare institutions to better analyze financial data and understand the implications of financial performance of their institutions, the nuances of financial management, ranging from Accounting and Finance to planning and budget reviews and reporting financial outcomes, on the 6th of July 2013

Hospital Financial Management assumes vital importance in the field of healthcare as it decides the cost of Medicare to the patients and the bottom line to the hospital which delivers it.

The program conducted on a weekend pattern on Saturdays between 3:00pm to 6:00pm for duration of 12 weeks was well received with senior management personnel like Senior Director and Senior Manager from reputed healthcare institutions in the city enrolling in it.

This course was handled by Shri PR. Ravindran, ACA, CWA, Management Consultant and former Chief General Manager, Sankara Nethralaya, a highly experienced and seasoned financial professional with long years of experience in diverse areas of financial management in the manufacturing, service and health care sectors.

Participants at the course were highly appreciative of the modules of financial management that were carefully chosen and presented with ease of understanding. “Earlier, we had no idea about finance management, though we’ve been in the hospital sector for 17 years”, said Sri George Cherian, Director – Admin, Madras Medical Mission. “The “costing” modules were highly informative”, quoted Sri. Margabandu, Administrator, Ashwini Eye Care, and preferred to have more schedules covering modules such as operation theatre aseptics and patient management. Ms Sharadha Narendran, Admin Officer, The B A S E – Hospital, added the course knowledge supplemented her to effectively plan costing and capital expenditure. Dr. Jeyaraju, Medical Superintendent, Madras Medical Mission, one of the key participants, humoursly added that their co-student Margabandhu was their ‘leader’ who did all the homework while all others got their doubts cleared with him. Sri. Rajesh, Senior Manager, Be Well Hospital quoted that the course was well integrated and informative, while Mr. KPT Kannan of the tele ophthalmology department was particular about MIS reporting. Dr. Sheila John, HOD, Tele Ophthalmology Department thanked Sri. PR Ravindran, former CGM and faculty for the course, for the valuable training imparted that helped her in formulating Funding proposals for projects, Mrs. Shyamala Selvaraj, DGM – Quality Management, Sankara Nethralaya observed that Financial management was both complex and strange to her till she attended the class and appreciated that “it was down to earth”.

The unique program spanning over 12 sessions successfully ended on 28.09.2013 with the awarding of certificates to the participants by Sri. P.R.Ravindran after which he was honoured by Dr Sheila John, HOD, Tele Ophthalmology, Sankara Nethralaya for his able and professional manner of conducting the course and Vote of Thanks by the Program coordinator and Assistant Registrar Shri A. Mahalingam, who utilized the opportunity to announce other important health care management

courses conducted by the Sankara Nethralaya Academy, like Certified course in Healthcare in Supply Chain Management, etc.