

| **Grow** your career.
| **Level up** for the future.

Schulich Mini-MBA: Clinical Professional Entrepreneurship Program

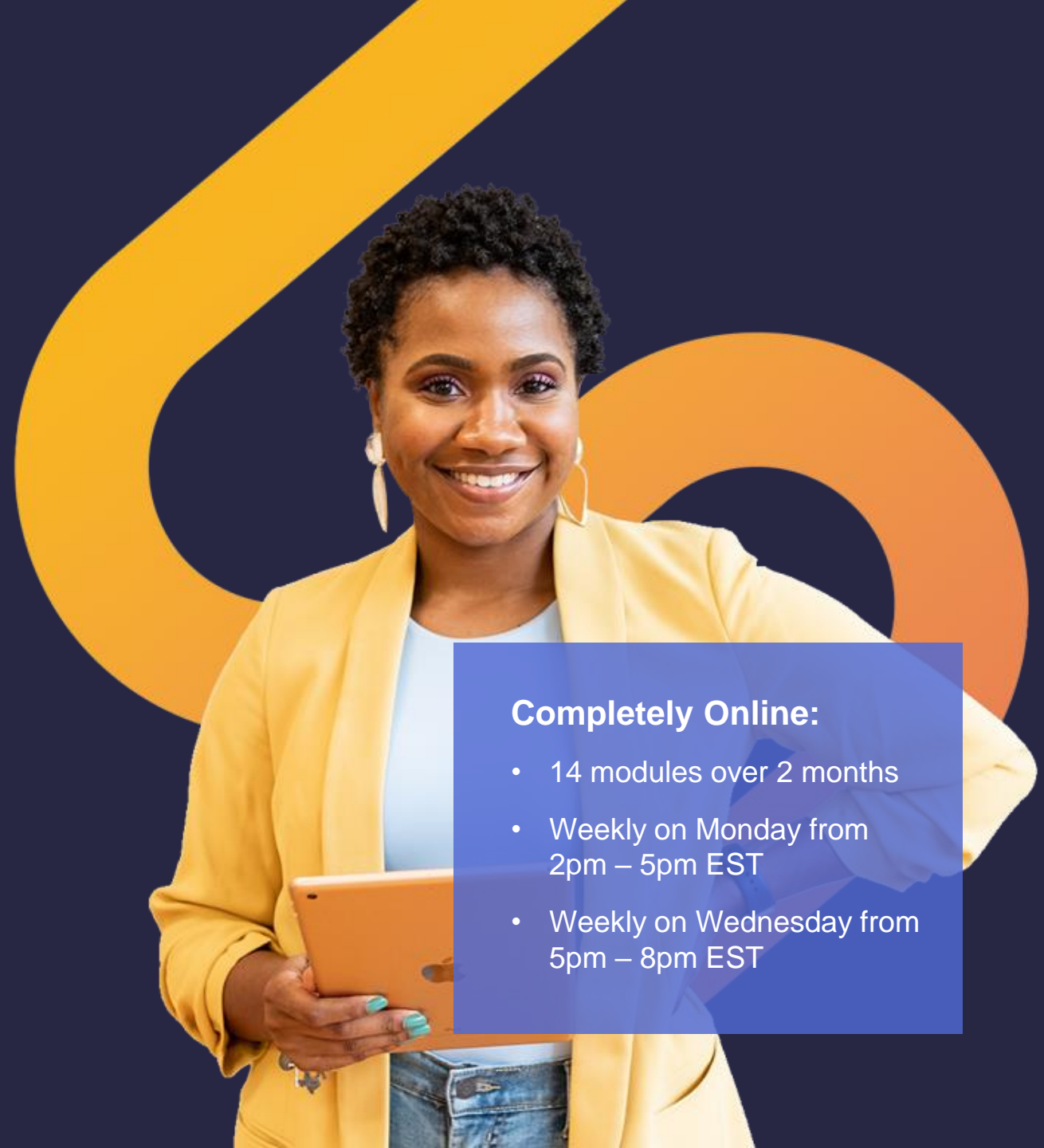
Learn How to Grow Your Clinical Business Practice.



KREMBIL CENTRE
for Health Management & Leadership

Completely Online:

- 14 modules over 2 months
- Weekly on Monday from 2pm – 5pm EST
- Weekly on Wednesday from 5pm – 8pm EST



Program Insights Include:

- Leading a customer-focused clinical practice
- Leveraging business skills and financial expertise to grow a practice
- Exploring the entrepreneurial landscape in private healthcare, the role of disruptive technologies, innovation, and new business models.

Perfect For:

- Acupuncturists
- Osteopaths
- Massage Therapists
- Dietitians
- Occupational Therapists
- Cosmetic Medi-Spa Providers
- Psychotherapists
- Speech Language Therapists
- Physiotherapists
- Optometrists
- Chiropractors
- Pharmacists
- Veterinarians
- Naturopaths
- Athletic Therapists
- and more!

Please note: This program is for healthcare professionals only. The program is designed for clinician entrepreneurs and clinical managers who want to build their practice and enhance their business management skills.



KREMBIL CENTRE
for Health Management & Leadership



A unique program feature of the Clinical Professional Entrepreneurship Mini-MBA is our “Integrated Strategy Group Project”, a condensed version of the Schulich MBA capstone project, the Strategy Field Study.

Clinicians will work in small groups to complete a Group Action Learning Project, which focuses on relevant topics to their practice which will require participants to **implement innovative thinking and solutions to improve their clinical practices**. The projects are designed to allow healthcare professionals to apply the learning from the program directly back to their business to take their practice to the next level and accelerate growth.

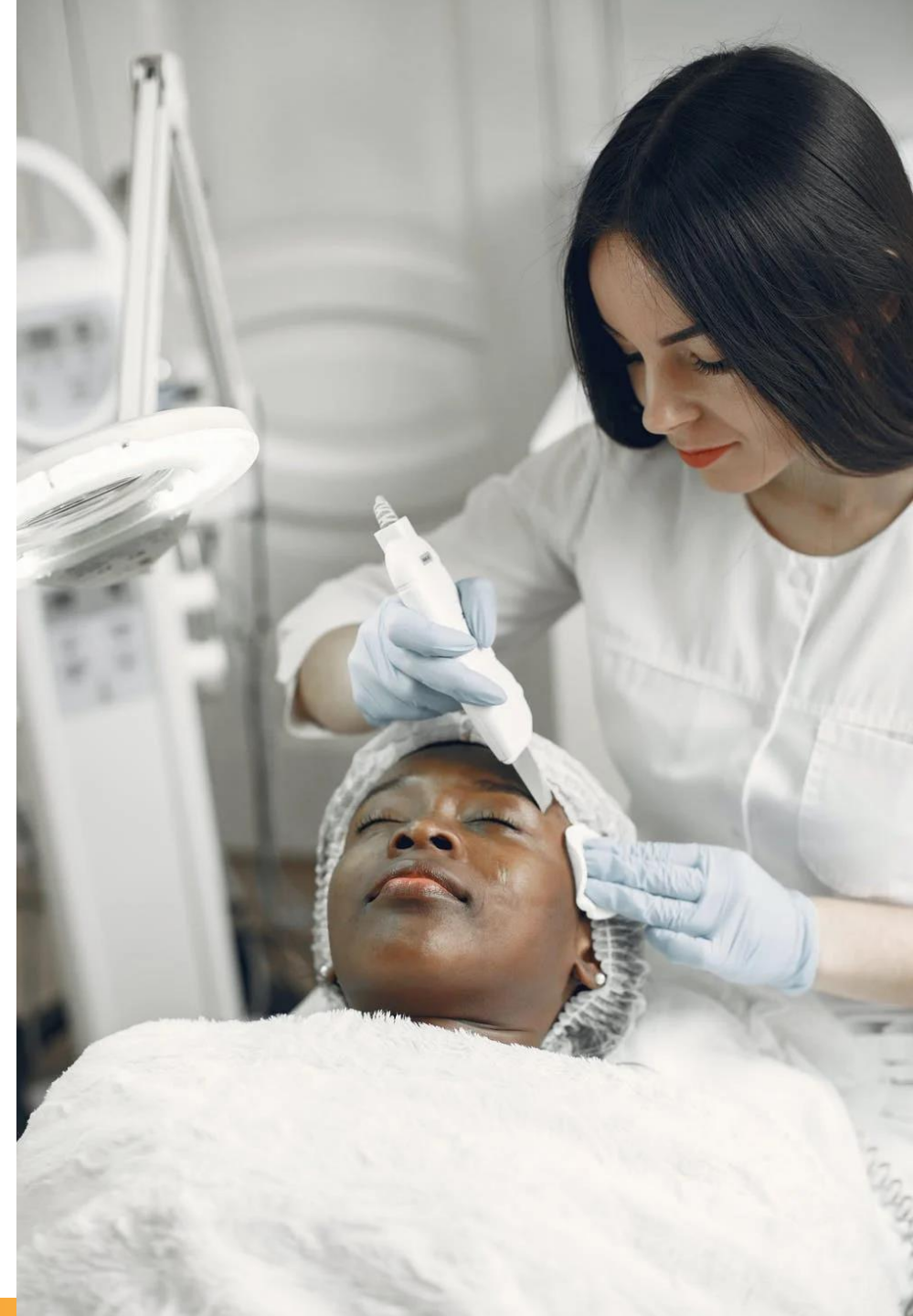
Clinicians will **receive group coaching as part of the Integrated Strategy Group Project** to develop the project and finalize project recommendations and the presentation to guest adjudicators.



KREMBIL CENTRE
for Health Management & Leadership

Here's what makes this program ideal for any busy clinician who is looking to enhance their business skill set:

1. **Relevant, state-of-the-art MBA subjects;**
2. **Convenient virtual classroom sessions:** Attend 16 online modules over a five-month learning journey. Between modules, engage with videos and online readings at your own pace;
3. **Access to world-class faculty.** Interact with and learn from top-rated Schulich's MBA and EMBA instructors, consistently ranked among the world's best;
4. **Instant enrolment into our Integrated Strategy Group Project:** Apply and synthesize your newly acquired skills to a challenging project that is modeled after the renowned Schulich Strategy Field Study and get feedback from professional experts, and
5. **Exclusive networking opportunities with highly experienced leaders, guest experts and disruptors in private healthcare:** Extend your network and learn from other clinical entrepreneurs.





Thank you for an amazing learning experience with fellow colleagues and top industry experts from many disciplines. The program definitely challenged me in different ways and changed my entrepreneur perspective, strategies and ability to analyze a business.



Igor Sapozhnikov

Chiropractor / Clinic Director
at Bloor Yonge Health



Very happy to be a graduate of this inaugural program. Love this! It's been an amazing journey with all of you over the past year.

This would have been helpful to learn in school, but better late than never!



Arjun Patel

Orthopaedic and Vestibular
Physiotherapist



This program was truly the puzzle piece I was missing as a business owner! As a chiropractor and multi-disciplinary clinic owner for 3 years, I was drawn to this program as I realized how little business knowledge was taught during my chiropractic program, but also how little I knew about running a sustainable business, as well as growing a business to be profitable. The professors of this program did a tremendous job of keeping the program engaging, covering a wide array of topics, keeping us engaged, and truly taught me how to work more on my business, than in the business. The class size was small, so it allowed lots of networking, interaction, and many colleagues I have since kept in touch with since graduating. The knowledge I walked away with was very practical, and I was able to implement immediately. I feel much more confident as a business owner, and have already seen such positive changes and growth within my clinic, and an increase in profit since taking this program! I feel honoured to have been a part of the inaugural Schulich MBA Clinical Professional Entrepreneurship Program!



Dr. Brooke Earley

Chiropractor & Founder at Middlesex
Chiropractic & Rehabilitation

Program Modules

Completely Online in the Virtual Classroom / 14 modules over 2 months

Module 1	Module 2	Module 3	Module 4	Module 5
Leading HealthCare Transformation	Strategic Management I	Strategic Management II	Negotiation Strategy	The Business of Private Healthcare
Module 6	Module 7	Module 8	Module 9	Module 10
Building and Running a Successful Practice	Managerial Finance	Panel Discussion: The Future of Private Practices	Entrepreneurship and Innovation in Healthcare	Marketing & Brand Strategy I
Module 11	Module 12	Module 13	Module 14	
Marketing & Brand Strategy II	Essentials of Human Resources Management I	Essentials of Human Resources Management II	Project Presentations, Graduation and Closing	

Program Faculty

Learn from the best.

**Sapna Sriram,
DC, RAc, MBA**



Wissam AlHussaini, PhD

Lee-Anne McAlear

Beppino Pasquali, CPA, CA

Jeffrey Sum , CPA, CA

Haniyeh Yousofpour, PhD, MBA,
PMP, PE Certified

Sanjay Dhebar

Stephen Friedman, MA Psych

Jeff MacInnis

Program Content

Module 1

Leading HealthCare Transformation

Set the context of transforming yourself and the organization for changes in healthcare. Understand your own talent and leadership makeup through the Confidence Code assessment. With a focus on self-awareness and natural style tendencies, participants will be taken through a debrief of their results, leadership norms will be shared, as well as ideas for how to leverage and shift style to meet the needs of your practice.
(Jeff MacInnis & Haniyeh Yousofpour)

Module 2

Strategic Management I

Examine the roles played by hospitals, governments, regional authorities, as well as their decision making and accountability structures. The program also examines stakeholders, consolidation and clinical integration, challenges and threats. The program illustrates strategic management concepts in various management and multidisciplinary settings, changing technologies and methods of health delivery.
(Wissam AlHussaini)

Module 3

Strategic Management II

Continuation of Strategic Management session. (Wissam AlHussaini)

Module 4

Negotiation Strategy

Few skills are as important to clinical entrepreneurs as the ability to negotiate, persuade and influence others. In this session, we examine evidence-based approaches to building agreement between parties. The session will introduce how to best prepare for a negotiation, how to identify whether potential agreements are good or bad, and how to be most persuasive when presenting offers. We will also discuss how to ask questions that lead to open and honest responses from a negotiation counterpart.
(Haniyeh Yousofpour)

Module 5

The Business of Private Healthcare

Understand the role of the private sector within the multi-faceted publicly funded healthcare program and innovations in clinical delivery. This module will focus on practice appraisal and identifying key metrics that impact appraisal. Factors involved in buying & selling a practice and issues surrounding associating with, purchasing or joining an existing corporation or franchise will also be discussed. All industry participants need to be aware of the roles played by other subindustries.
(Jeff Sum)

Program Content

Module 6

Building and Running a Successful Practice

Whether building a solo-, group-, multidisciplinary-, or online practice etc., develop skills to better structure your team and practice, build a financial foundation, identify challenges as well as evaluate hidden liabilities and plan for the future. Building skills to better work with formal and informal systems, relationships and cultures so that you can identify impacts, influence decisions and achieve organizational objectives. (Sapna Sriram)

Module 7

Managerial Finance

This session provides an opportunity to learn about investment and financing. The investment decision allocates scarce resources to projects in an organization and involves asset valuation, capital budgeting, risk management, working capital management and performance assessment. Ethical considerations/management in a global context are integrated into each topic. (Beppino Pasquali)

Module 8

Panel Discussion: The Future of Private Practices

This panel discussion will examine the Future of private practices in the healthcare Industry and discuss topics such as disruption, various service organizations, patient expectations, fees, digital transformation, business environment, regulation, growth opportunities and much more. (Sapna Sriram and Panel)

Module 9

Entrepreneurship and Innovation in Healthcare

Explore the entrepreneurial landscape in healthcare (e.g., dentistry, rehab clinics, online healthcare delivery), innovation, the role of disruptive technologies, new business models, leveraging public-private partnerships, and the need for the best from human capital. This program explores value creation through the art and science of innovation, having an entrepreneurial mindset, and leveraging new thinking to drive investment, improved practices and transformation in clinical healthcare. (Lee-Anne McAlear)

Program Content

Module 10

Marketing & Brand Strategy I

Explore leading empirical evidence and practices today for conceiving and executing a marketing strategy and building strong brands and businesses. Describe how behavioural economics and neuroscience inform our knowledge of how to positively impact consumer buyer behaviour today and how to operationalize patient/ customer experiences. Conceive and execute a powerful marketing strategy to grow your brand and business. (Ajay Sirsi)

Module 11

Marketing & Brand Strategy II

Continuation of Marketing & Brand Strategy I, with focus on digital and social media marketing including case examples from industry experts. (Sapna Sriram and Industry Guest Experts)

Module 12

Essentials of Human Resources Management I

Gain an understanding of the core elements of Human Resource Management and the ways in which HR practices can substantially contribute to an organization's performance and objectives. Learn HR from a managerial standpoint with new perspectives on actively managing your own practice and being an effective leader with your team as you grow. How do we attract and recruit staff and manage support staff issues? How do we grow high performance teams, gain buy-in, and grow your practice with the right clinical associates and service providers including how to train and mentor them, and prepare them for future expansion (franchise, new clinic etc.). (Stephen Friedman)

Module 13

Essentials of Human Resources Management II

Continuation of Essentials of Strategic Human Resources Management with Stephen Friedman.

Module 14

Project Presentations, Graduation and Closing

Deliver an Integrated Strategy Group Project presentation featuring guest adjudicators, plus graduation and closing ceremonies. (Sapna Sriram and Project Judges)

Who Will Benefit



Clinical and Healthcare Practitioners

Clinical professionals, including therapists, dietitians, pharmacists, veterinarians, acupuncturists, optometrists, or chiropractors who are starting or expanding a new venture will develop entrepreneurial mindsets fit for today's healthcare industry, and the business strategies to build and run a successful practice.



Mid-Career Leaders

Managers in private practices preparing for senior-level roles will prove their leadership skills in the context of healthcare and learn techniques to better structure their teams for organizational growth and stability.

Completion Benefits

After completing the Schulich Mini-MBA: Clinical Professional Entrepreneurship Program, you'll receive an authentic digital badge from the #1 business school in Canada that employers will recognize.

As more and more companies look for candidates with specific skills, this badge on your CV will be a credible assurance of your achievements and expertise, allowing the right roles to find you faster.



Schulich Mini-MBA Certificate

Awarded when a series of more extensive programs are completed and a greater skill set achieved.

Why a Certificate at Schulich ExecEd?

There will no longer be a single transition from graduation to work in one's life.

Because few of us have the same job for life, we constantly have to re-invent ourselves, learn new skills and adapt to the changing marketplace and business environment. Today's professionals and executives must be able to quickly develop and fine-tune personal business skills to adapt and grow.

We are #1 Business School in the country

We have the privilege of being ranked #1 and teaching top students from around the world.

Our Program is Unique

Distinction from growing competition in the job market.

We Provide a Combination of Skill Specialization & Range

Deepen your current skills and acquire new ones.



About Schulich ExecEd

At Schulich ExecEd, the professional development arm of the world class Schulich School of Business, all our programs are non-degree, mid-career acclaimed qualification that employers recognize and that you can add to your CV.

We provide:

- Short programs building an individual business skill have industry recognized credentials for that skill
- Certificate programs build a wider skill set with a number of key skills
- Masters Certificates are an intense dive into Leadership, Management or specific Business skillsets. This is our highest mid-career professional development business school certification

Key Stats:

- Ranked #1 business school in Canada
- Ranked #12 in global MBA ranking
- Educated over 80,000 professionals across the world.
- Delivered over 4,000 programs virtually and in-person
- 96% of our graduates used knowledge or skills from the program on the job
- 87% of our graduates reported improved job performance
- Worked with over 500 companies worldwide

Over 450 leading faculty in areas of management, leadership, communications, finance, marketing, business development and strategy



Registration Details

Program Fee

\$10,150 CDN + applicable taxes

- Fee includes program tuition and teaching materials.
- A \$1,000 non-refundable deposit is required to enrol in the program.
- Payment of \$10,150 CDN plus taxes.
- Schulich ExecEd's liability is limited to reimbursement of paid tuition fee.
- Contact us about multiple registration tuition savings from one organization.

Schedule

Delivered Online in the Virtual Classroom

Weekly Monday 2-5pm EST
Weekly Wednesday 5-8pm EST
(See schedule on page 5)

Technical Requirements

See: seec.online/techreq

Administrative Inquiries

Email: rlynn@schulich.yorku.ca



Find Out More Today!

To register or sign up for an info session,
visit the program webpage: [here](#).





Schulich
School of Business
Executive Education Centre



KREMBIL CENTRE
for Health Management & Leadership

Schulich ExecEd, Schulich School of Business at York University

500-222 Bay Street. Toronto, Ontario M5K 1K2

1 800.667.9380

execedinfo@schulich.yorku.ca

execed.schulich.yorku.ca



SchulichExecEd



SchulichExecEd



SchulichExecEd



SchulichExecEd

