

Grow your career.  
Level up for the future.

# Schulich Mini-MBA: Physician Business Leadership Program

An entrepreneurial approach to healthcare leadership



KREMBIL CENTRE  
for Health Management & Leadership



## Program Insights Include:

- How to grow a practice leveraging business acumen and financial insights.
- Explore the entrepreneurial landscape in healthcare, the role of disruptive technologies, innovation, and new business models.
- Lead a customer-focused practice.

*Please note: This program is for physicians only. The program is designed for physician entrepreneurs and doctors who want to build their practice and enhance their business management skills.*

**Grow your career.**  
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18-day program



Book this program [online](#)



*Gain the essential management competencies in a time frame that works for you.*

Finally, there is a program that delivers current MBA subjects in a practical time frame for busy physicians. Schulich ExecEd has pioneered a concise Mini-MBA: Physician Business Leadership Program to provide you with current, robust business competencies directly applicable to your practice.

The Schulich Mini-MBA: Physician Business Leadership Program is designed as a technology-enhanced program, allowing for highly interactive classroom experiences that are supplemented with online materials and pre-session readings with which you engage at your own pace. Participants will gain knowledge and insights in a range of MBA subjects – including strategic management, marketing, finance and human resources – preparing them to become more effective managers in their organizations and beyond.



**Rami Mayer**  
Executive Director,  
Schulich ExecEd



**Joseph Mapa**  
Krembil Chair in Health Management & Leadership, SSB, and former Pres. & CEO, Mount Sinai Hospital  
**KREMBIL CENTRE**  
for Health Management & Leadership

Here's what makes this program ideal for any busy physician who is looking to update their competencies:

- 1. Relevant, state-of-the-art MBA subjects:** Develop integrated management competencies through classes in marketing, finance, strategic management, human resources and other key MBA subject areas.
- 2. Convenient virtual classroom sessions:** Attend one online 2-day module over 19 days of the program. Between modules, engage with videos and online readings at your own pace.
- 3. World-class faculty:** Interact and learn from top-rated instructors from Schulich's MBA and EMBA programs, consistently ranked among the world's best.
- 4. Instant application to our Integrated Strategy Case Project:** Apply and synthesize your newly acquired skills to a challenging Integrated Strategy Case Project that is modeled after the renowned Schulich Strategy Field Study and get feedback from professional experts.
- 5. Networking opportunities with highly experienced leaders and physicians:** Connect with and learn from your peers.





# Program Faculty

*Learn from the best.*



**Michael Gardam, MD**  
Program Director



**Baseer Khan, MD**  
Associate Program Director

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## **Wissam AlHussaini, PhD**

- Strategic Management
- Leading Change/Creating the Buy-In

## **Guy Kezirian, MD**

- Fireside Chat on the Physician as CEO

## **Stephen Friedman, MA Psych**

- Essentials of Human Resource Management

## **James Aita, BBA, HMBA**

- Emerging Digital Technologies and Their Impact on Healthcare

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## **Gail Levitt, PhD**

- Managing Difficult Conversations

## **Sanjay Dhebar**

- Marketing and Brand Strategy

## **Haniyeh Yousofpour, PhD, MBA, PMP, PE**

- Leading Healthcare Transformation
- Negotiation Strategies

## **Megan Mitchell**

- Entrepreneurship and Innovation in Healthcare

## **Beppino Pasquali, CPA, CA**

- Managerial Finance in Healthcare

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## **Mamta Gautam, MD**

- Fireside Chat on Physician Health & Wellness

## **Susan Lieff, MD**

- Fireside Chat on Physician Leadership

## **Patrick Safieh, MD**

- Dragon's Den Panel

# Program Modules

Day 1 & 2		Day 3	Day 4	Day 5
Strategic Management I		Entrepreneurship and Innovation in Healthcare	Leading Healthcare Transformation	Strategic Management II
Day 6		Day 7 & 8		Day 9
Negotiation Strategies		Managerial Finance in Healthcare		Managing Difficult Strategies
				Emerging Digital Technologies and Their Impact on Healthcare
Day 11		Day 12	Day 13	Day 14 & 15
Change Leadership		Marketing and Brand Strategy	Building and Running a Successful Practice	Essentials of Human Resource Management
Days 16 & 17		Day 18		
Leading Change/Creating Buy-In		Project Presentations, Graduation and Closing		

*Please note: due to faculty availability, subject order may change.*



This program is an eye-opener for me. It provides me with the knowledge and the tools that I am sure will help me in my creative professional activities and leadership roles.



**Dr. Santhosh Thyagu**

Hematologist, Lead Acute Oncology Program  
Princess Margaret Cancer Centre



Thank you for providing such an incredible program to help us launch the next phase of our careers – this is just the beginning!!



**Dr. Leonie Herx**

Past President of the Canadian Society of Palliative Care Physicians, Associate Professor and Division Head of Palliative Medicine at Queen's University, and the Medical Director for Palliative Care at Kingston Health Sciences Centre and Providence Care Hospital



Relevant and thought provoking sessions.



**Dr. Erum Raheel**

Medical Director, Oasis Family Health Centre

# Program Content



## DAYS 1 & 2: Strategic Management I

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Examine the roles played by hospitals, governments, regional authorities, as well as their decision making and accountability structures. The program also examines costs and financing; stakeholders; consolidation and clinical integration; challenges and threats.

- The program illustrates strategic management concepts in various management and multi-disciplinary settings, changing technologies and methods of health delivery.

## DAY 3: Entrepreneurship and Innovation in Healthcare

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Explore the entrepreneurial landscape in healthcare (e.g., long-term care and nursing homes), the role of disruptive technologies, innovation, new business models, leveraging public-private partnerships, understanding complex regulatory requirements, and the need for human capital.

- This program explores value creation through the art and science of business planning to drive investment, innovation and transformation in healthcare.

## DAY 4: Leading Healthcare Transformation

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Set the context of transforming yourself and the organization for changes in healthcare. Understand your own talent and leadership makeup through the LeaderGENE 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.

## DAY 5: Strategic Management II

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Examine the roles played by hospitals, governments, regional authorities, as well as their decision-making and accountability structures. Explore costs and financing; stakeholders; consolidation and clinical integration; challenges and threats.

The module illustrates strategic management concepts in various management and multi-disciplinary settings, changing technologies and methods of health delivery.

# Program Content



## DAY 6: Negotiation Strategies

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Few skills are as important to physician leaders as the ability to negotiate, persuade and influence others. In this session, we examine evidence-based approaches to building agreement between parties.

- Review the best prepare for a negotiation, how to identify whether potential agreements are good or bad, and how to be most persuasive when presenting offers. Then, discuss how to ask questions that lead to open and honest responses from a negotiation counterpart.

## DAY 7: Managing Difficult Conversations in Healthcare

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How do you effectively manage a difficult conversation in healthcare? Whether it's talking with colleagues, suppliers, stakeholders or patients, being able to handle tough conversations is vital to your success as a physician.

- In this workshop, we will examine some of the real-world challenges you will face and tips to prepare for and overcome them.

## DAYS 8 & 9: Managerial Finance in Healthcare

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This session provides an opportunity to learn about investment and financing.

- The investment decision allocates scarce resources to projects in the organization and involves asset valuation, capital budgeting, risk management, working capital management and performance assessment.
- Ethical considerations and management in the global context are integrated into these topics.

## DAY 10: Emerging Digital Technologies and Their Impact on Healthcare

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Link the execution of business strategy to innovation and new technology in healthcare.

- Understand how digital technologies can disrupt the healthcare industry
- Identify and analyze key emerging technologies and their potential application to the health system
- Consider the implications of digital transformation on your patients, practice and workforce



# Program Content



## DAY 11: Change Leadership

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Learn how to lead in a changing world, focusing on the healthcare industry.

## DAY 12: Marketing & Brand Strategy

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Explore leading empirical evidence and practices today for conceiving and executing a marketing strategy and building strong brands and businesses.

- Describe how behavioral economics and neuroscience inform our knowledge of how to positively impact consumer buyer behaviour today
- Conceive and execute a powerful marketing strategy to grow your brand and business

## DAY 13: Building and Running a Successful Practice

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- Focus on building skills to better work with formal and informal systems, practices, relationships and cultures so that you can identify impacts, influence decisions and achieve organizational objectives.
- Develop skills to better predict the way new events and emerging issues will affect their organization, the public and stakeholders.

## DAYS 14 & 15: Essentials of Human Resources Management

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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.

# Program Content



## **DAYS 16 & 17: Leading Change/Creating the Buy-in**

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Uncover the nature of change and how to manage resistance to strategic change.

- Develop your capacity to foster & lead sustainable change.
- Examine the challenge and nature of change and uncover why 80% of change initiatives fail.

## **DAY 18: Projects Presentation, Graduation, and Closing**

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Deliver an Integrated Strategy Case Project presentation featuring guest adjudicators, plus graduation and closing ceremonies.

# Who Will Benefit



## Physicians

Primary care physicians and specialists, including internists, psychiatrists, OB/GYNs, neurologists, pediatricians, emergency physicians and cardiologists will get up to speed with current and robust business competencies directly applicable to their practice.



## Mid-Career Healthcare Leaders

Healthcare professionals who aim to lead organizational change in more senior leadership roles will develop sought-after business skills and techniques to inspire high-performing global teams.

# Completion **Benefits**

After completing the Schulich Mini-MBA: Physician Business Leadership 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.

# Registration Details

## Program Fee

\$10,995 CDN + applicable taxes

- Fee includes program tuition and teaching materials.
- Payment of \$10,995 CDN plus taxes.
- A deposit of \$1,000 CDN is required to secure your place in the program
- Schulich ExecEd's liability is limited to reimbursement of paid tuition fee.
- Contact us about multiple registration tuition savings from one organization.
- Modules, speakers, topics, dates and fees are subject to change.
- Please note: access to our learning portal requires a modern browser.
- Complete registration details at Schulich ExecEd.online/FAQ.

## Completely Online

Friday evenings 5-8pm

Saturday mornings 9am-12pm

(See schedule on page 4)

## Technical Requirements

See: [seec.online/techreq](https://seec.online/techreq)

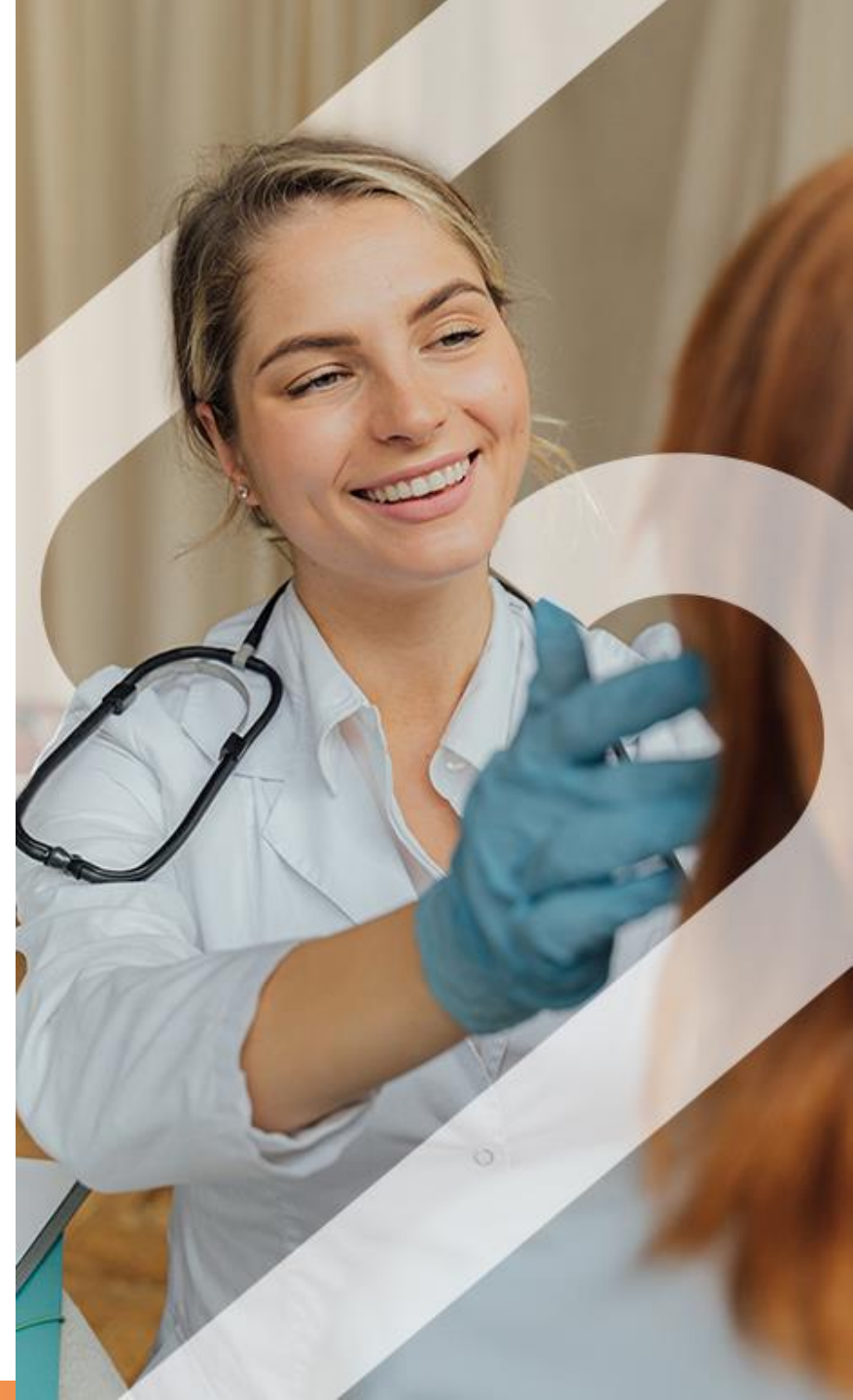
## Administrative Inquiries

Email: [rlynn@schulich.yorku.ca](mailto:rlynn@schulich.yorku.ca)



**Find Out More Today!**

Visit [seec.online/dr-mini-mba](https://seec.online/dr-mini-mba)





# Why a Certificate at Physician Mini-MBA?

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





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