

## **Press Release**

### **Healthcare Executive Management Development Programme- A Joint Programme of IIM Jammu with AIIMS Jammu and RFHHA attended by healthcare and hospital administrators across the country off to a grand start.**

**17<sup>th</sup> Sept 2023, Jammu:** Indian Institute of Management (IIM) Jammu” in partnership with the All-India Institute of Medical Sciences (AIIMS) Jammu and the Research Foundation of Hospital & Healthcare Administration (RFHHA), has organized a joint weeklong programme titled, “*Healthcare Executive Management Development Programme (HxMDP)*” from 18<sup>th</sup> to 23<sup>rd</sup> September 2023 at Taj Vivanta, Jammu.

The Guest of Honor for the inaugural programme was Shri V Srinivasa Rao, IAS, Guest of Honor and Secretary to Govt. of India, Department of Administrative Reforms and Public Grievances and Department of Pension and Pensioners Welfare, and Director General National Centre for Good Governance who joined on the virtual mode. The programme was graced by Prof. B.S. Sahay, Director, IIM Jammu, and Prof. (Dr.) Shakti Gupta, Director, AIIMS Jammu; Dr. Ateeque Shaikh, Programme Director; Dr. Harsha Jariwala, Programme Director, IIM Jammu, Lt. General (Dr.) Sunil Kant, Medical Superintendent, AIIMS Jammu, Dr. Pranay Mahajan, Programme Coordinator, AIIMS Jammu, along with the participants, faculty, and staff of both the Institutes. The program has 46 participants nationwide and features health care and hospital administrators. The programme commenced with lamp lighting by the dignitaries.

Speaking on the occasion, Prof. (Dr.) Shakti Gupta, Executive Director, AIIMS Jammu, in his welcome address, said, “*Medical Administrators are often appointed to leadership roles by virtue of their expertise and eminence in clinical domains, but the need for the development of core competencies related to the administrative skills of their roles is most often overlooked. Formal Management training generally is not a part of the career progression, even though knowledge in the domains of human resources, legal and ethical issues, equipment management, financial management, hospital operations, hospital performance, quality, and patient safety, etc., is required to the success of healthcare organizations and systems. This program is sure to address such needs and is sure to upskill and contribute to the overall development and progress of healthcare in India. I would like to let you know that Jammu is the only city with three institutions of national importance: IIM, IIT, and AIIMS.*” In his address, he welcomed each participant to the program with an overview of the upcoming sessions planned for the week.

Speaking on the occasion, Prof. B.S. Sahay, Director, IIM Jammu, said, “*The HxMDP focuses on essential skills and competencies relevant to senior healthcare professionals in administrative roles. This program tries to fill the knowledge gap for those involved in healthcare administration by providing comprehensive learning in management concepts along with upgraded contemporary tools and techniques.*” He further stated the impact of COVID-19 being a deciding factor to commence this collaborative program in association with AIIMS Jammu. He concluded his speech with a brief overview of the culture and the various programs offered at IIM Jammu.

Guest of Honor, Shri V Srinivasa Rao, IAS, and Secretary to Government of India, Department of Administrative Reforms and Public Grievances and Department of Pension and Pensioners Welfare, and Director General National Centre for Good Governance in his address mentioned hospitals are not an easy place to govern, and hospital administration is a necessity in today’s world. He applauded the institutions like IIM Jammu and AIIMS Jammu for coming together to commence such an innovative program in the healthcare field. “*Unless you simplify and digitize processes and tasks, hospitals cannot be modernized,*” in his speech. He urged each participant to go back and look at how technological aspects can be adopted in each one’s governance models. He stressed the importance of technology, embracing it and also spoke about the detailed overview into the numerous benefits that can be adopted in the healthcare sector.

The program HxMDP is designed as an HR intervention, through which it is envisaged to enhance the skillsets of Professionals in leadership roles and experience sharing by key professionals and faculty. The program will also provide learning through Problem-based learning, Case methods, and experience sharing by the participants and faculty, including interactive sessions and group discussions to sharpen analytical skills. HxMDP addresses the learning needs of medical professionals in leadership roles in the public and private sectors, like Facility Directors, Directors of Health Services, Medical Superintendents, Directors/ Principals of teaching / tertiary care hospitals, etc. The inaugural ceremony ended positively with a promise to create new milestones in the healthcare domain.

For Press/Media Inquiries, please contact:

✉ [pro@iimj.ac.in](mailto:pro@iimj.ac.in)

☎: +91-8000121616

Glimpses from the Inaugural Ceremony of HxMDP- A Joint Programme of IIM Jammu with AIIMS Jammu and RFHHA





















