



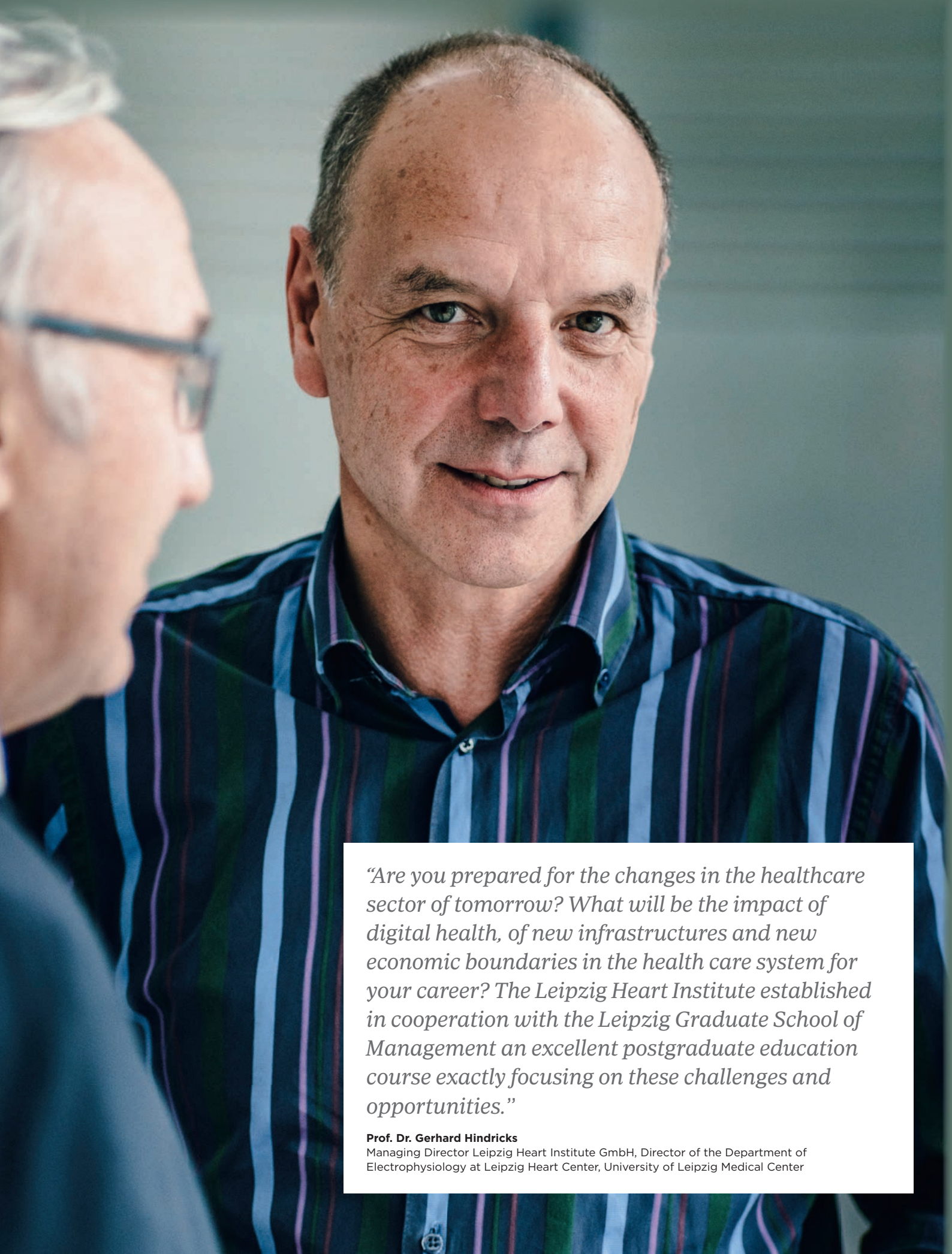
HHL

LEIPZIG
GRADUATE SCHOOL
OF MANAGEMENT

Leipzig
Heart Institute



*Leadership for Experts
in Medicine and Health Care*



“Are you prepared for the changes in the healthcare sector of tomorrow? What will be the impact of digital health, of new infrastructures and new economic boundaries in the health care system for your career? The Leipzig Heart Institute established in cooperation with the Leipzig Graduate School of Management an excellent postgraduate education course exactly focusing on these challenges and opportunities.”

Prof. Dr. Gerhard Hindricks

Managing Director Leipzig Heart Institute GmbH, Director of the Department of Electrophysiology at Leipzig Heart Center, University of Leipzig Medical Center

INTRODUCTION

Leadership for Experts in Medicine and Health Care

The medical science and health care sector are constantly changing. New technologies, evolving patient participation, cost pressure and the constant search for skilled staff form a tremendously complex environment. Given all these challenges, leaders are required to encourage and inspire their teams to work on the continuous improvement of quality, patient comfort and safety, while simultaneously maintaining an open and positive professional culture.

HHL is one of the oldest business schools in Germany, which was founded out of the disruptive changes in 1898. The discourse on changing business environments and leadership lies in our DNA. Today, HHL is one of the leading business schools in Europe shaped by the mission “We educate effective, responsible and entrepreneurial business leaders through outstanding teaching, research and practice.”

With the program “Leadership for Experts in Medicine and Health Care” we are happy to offer a unique opportunity

of a business education combined with the latest state-of-the-art knowledge in medicine. In order to do this most effectively, we have the support of the Leipzig Heart Institute, a renowned organization within education, practice and research.

Together, we can create an atmosphere, where the participants get new impulses for their day-to-day work and create inspiring networks for future cooperation. We aim to equip our participants for their daily work with excellent and internationally renowned professors and lecturers, tailored methods as well as tried and tested approaches for teaching sustainable leadership. Assignments, case studies and practical exercises allow for a transformation of the theory into specific, practice-oriented skills and knowledge. Our program focuses specifically on interdisciplinary team work, efficient organization, innovation and new treatment strategies as well as personal and team development – designed for medical science and health care experts of tomorrow.



“Executives in the health care sector have to be equipped with a leadership skillset to successfully master the challenges of tomorrow. Together with the renowned Leipzig Heart Institute, we offer a profound and innovative leadership and management qualification. Our courses are based on state-of-the-art research with a practical approach and are delivered by highly experienced lecturers. The innovative course settings and the access to the inspiring HHL network complete this coherent program.”

Prof. Dr. Henning Zülch

Vice Dean, Holder of the Chair of Accounting and Auditing and Academic Director of the M.Sc. programs at HHL Leipzig Graduate School of Management

YOUR BENEFITS

Learning objectives

Our program provides you with the unique opportunity to combine both, a state-of-the-art leadership education combined with the latest insights in medical science and health care. We aim to help you develop the necessary skillset for your future as a leader in an international setting through interactive teaching sessions and the use of case studies. During informal get-togethers and discussion rounds you will be able to form lasting connections with experts and peers in your field.



“Leadership in medicine goes beyond ‘simply’ thriving to be the best physician in the team. In times of increasing patient numbers, cost pressure and new levels of competition, leaders have to steer their teams through changing environments and drive change and innovation themselves. This HHL-LHI Course provided me with several tools to engage these topics and helped me shaping my own agenda of leadership. On top of this, it served as a fantastic platform for networking with other professionals in the field.”

Dr. Fabian Mühlberg
Helios Medical Center Berlin-Bruch

LEARNING OBJECTIVES

Deliver state-of-the-art medical service

Establish and maintain business excellence

Develop leadership skills and be part of an international network in health care and medicine

After the course participants will be able to:

COURSE AIM

To provide an international executive education for health care experts focusing on leadership and medical excellence



“In the area of conflict between scarcity of resources, demographic change and increasing economisation in medicine, the course program provides a structured entry into strategic planning in order to ensure the best possible care for patients in the healthcare world of tomorrow.”

Dr. Maximilian von Roeder

Department of Cardiology, University Medical Center - Helios endowed professorship

“This is a good program for everyone who not only wants to perform but also wants to create.”

Dr. Marc Vorpahl

Helios University Medical Center
Wuppertal

COURSE MODULES

“The Leadership for Experts in Medicine and Health Care program is an important building block for physicians with aspirations of achieving a leadership position in their hospital or institution. Physicians spend almost all of their training learning about disease processes, but precious little time learning about leadership and management. This course will help prepare the medical leaders of tomorrow for new challenges and opportunities that they will encounter in leadership positions.”

Prof. Dr. Michael A. Borger

Director of the Department for Cardiac Surgery at Leipzig Heart Center,
University of Leipzig Medical Center

Overview of our modules

The program lasts for 7 months and covers a wide range of topics within the following six modules:

MODULE 1	MODULE 2	MODULE 3
Strategy	Leadership	Innovation
Learning objectives	Learning objectives	Learning objectives
<ul style="list-style-type: none"> _ Understanding the challenges of the healthcare system and its stakeholders _ Developing strategies for hospital units and aiding in overall hospital strategy development _ Marketing current offers and developing new business within own departments 	<ul style="list-style-type: none"> _ Conceptualizing the basics of leadership _ Leading effectively by understanding the needs and values of one's employees _ Developing skills to successfully lead diverse teams 	<ul style="list-style-type: none"> _ Developing an understanding of the different concepts, comparable terms and associated processes of a successful and sustainable innovation management process _ Evaluating the robustness of business models towards trends and uncertainties _ Identifying those areas of the organization that need to be improved to enhance its innovative performance _ Using tools to design and capture innovation in a structured way _ Know how to create a roadmap for business model innovation with concrete actions _ Taking a customer perspective when designing innovation, integrate their feedback right from the start and opening up to external partners
Course content	Course content	Course content
<ul style="list-style-type: none"> _ Fundamentals of business strategy _ Challenges in health care markets (domestic and international) _ Hospital strategy _ Marketing in the healthcare sector (national/international) _ Basics of business development in hospitals 	<ul style="list-style-type: none"> _ Medical leadership vs. business leadership _ Soft and hard skills for successful leadership _ Managing diverse teams development within changing teams _ Communication and time management _ Managing experts and high potentials - employee talent management 	<ul style="list-style-type: none"> _ Providing an general overview of the concept of innovation _ Exploring the innovation space of an organization and identify the different dimensions in which organizations innovate _ Providing practical tools and empirical examples on how to search, select and implement innovative ideas _ Using the innovation process to enhance continuous learning within the organization _ Exercises for identifying techniques that help organizations and individuals to develop great ideas and innovations



MODULE 4

Change Management and Communication

Learning objectives

- _ Effective, goal-oriented and persuasive communication
- _ Successfully leading one's department through a constantly changing working environment
- _ Jointly engaging in and managing transformation
- _ Acting as a catalyst in transformation processes

Course content

- _ Communication as a leadership and performance tool
- _ Communication in high performance teams
- _ Understanding the key concepts of change management, organizational development and transformation
- _ Applying distinct frameworks and strategies for continuous transformation on the job
- _ Reflecting upon methods and instruments for initiating and accompanying transformation processes

MODULE 5

Digitization

Learning objectives

- _ Reflecting on the role, opportunities and challenges of digitization in today's daily work and tasks in the medical & healthcare sector
- _ Putting personal experiences and global trends of the digital age into perspective by learning adequate theoretical frameworks
- _ Developing a basic appreciation of the complexities of human development during times of fast-paced technological change;
- _ Taking an innovator's perspective on digitalization in the medical & healthcare sector: leadership challenges and organizational prerequisites

Course content

- _ Structured understanding about strengths, weaknesses, opportunities, and imminent threats of the digital age;
- _ Transfer and reflection of the learned aspects of leadership, innovation and change management to/in the context of digital transformation in the medical and healthcare sector
- _ Applying the learned concepts to real-world examples and make them meaningful to you

MODULE 6

Field Trip: International players in medicine

Learning objectives

- _ Understanding global challenges in cardiovascular medicine & reflect on learnings from the class
- _ Getting new perspectives from different countries
- _ Developing lasting international networks

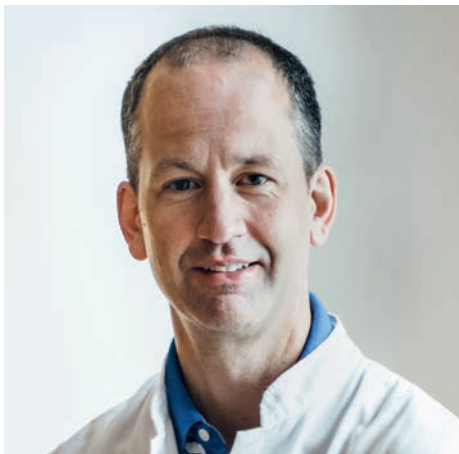
Course content

- _ Global challenges and medical needs
- _ Field trip to an international clinic abroad
 - _ Reflecting on own work environment and processes
 - _ Networking
- _ Course Certificates

OUR PROFESSORS

Learn from renowned experts

Our faculty is a carefully selected combination of full-time resident professors at HHL, experts from the field of medical science, health care medicine and guest lecturers who are renowned in their field.



Prof. Dr. Michael A. Borger

Director of the Department for Cardiac Surgery at Leipzig Heart Center, University of Leipzig Medical Center



Prof. Dr. Tobias Dauth

Alfried Krupp von Bohlen und Halbach Professorship in International Management at HHL Leipzig Graduate School of Management



Prof. Dr. Gerhard Hindricks

Managing Director Leipzig Heart Institute GmbH, Director of the Department of Electrophysiology at Leipzig Heart Center, University of Leipzig Medical Center



Dr. Claudia Lehmann

Executive Director Center for Leading Innovation and Cooperation (CLIC) at HHL Leipzig Graduate School of Management



Prof. Dr. Timo Meynhardt

Holder of the Dr. Arend Oetker Chair of Business Psychology and Leadership at HHL Leipzig Graduate School of Management



Dr. Zined Nouns

Managing Director at Helios Education Center Berlin

“Management and leadership training is somewhat missing in the current university education. Therefore, young doctors are not prepared for these tasks. The competitive world of medical healthcare needs leaders who have extensive experience in business skills and people skills. This course aims to ensure that future leaders are prepared for these tasks and to close the existing gap.”

Prof. Dr. Friedrich Mohr

Former Managing Director Leipzig Heart Institute GmbH, former Director of the Department for Cardiac Surgery at Leipzig Heart Center, University of Leipzig Medical Center



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Former Managing Director Leipzig Heart Institute GmbH, former Director of the Department for Cardiac Surgery at Leipzig Heart Center, University of Leipzig Medical Center



Prof. Dr. Anne-Katrin Neyer

Chairholder for Human Resources Management & Business Governance at Martin Luther University of Halle-Wittenberg



Prof. Dr. Ralf Kühlen

Chief Medical Officer (CMO) Helios Health



Prof. Dr. Andreas Suchanek

Holder of the Dr. Werner Jackstädt Chair of Economic and Business Ethics at HHL Leipzig Graduate School of Management



Prof. Dr. Torsten Wulf

Professor and Academic Director for Strategy and Scenario Planning at HHL Leipzig Graduate School of Management, Professor for Strategic and International Management at Philipps University Marburg



Prof. Dr. Henning Zülch

Vice Dean, Holder of the Chair of Accounting and Auditing and Academic Director of the M.Sc. programs at HHL Leipzig Graduate School of Management

PROGRAM INFORMATION

Practical information

Program Dates

The current dates of our program “Leadership for Experts in Medical Sciences and Health Care” can be found on the program overview enclosed or on our website www.hhl.de/lmh.

Language of Instruction

English

Program Venues

HHL Leipzig Graduate School of Management
Jahnallee 59, 04109 Leipzig

Registration

Please register with the registration form enclosed using the following fax number +49 341 9851-833 or by e-mail to executive@hhl.de.

Please contact us for the receipt of continuing education credit points of the regional Chamber of Physicians.



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The **LHI** is an independent institute and a joint endeavor between the Heart Center Leipzig and Helios Kliniken. It provides management and administrative services, not only in science and research, but also in education and training, pertaining to the field of modern medicine. It focuses on the development and transfer of new therapeutic methods & technologies, esp. in cardiac surgery, interventional cardiology and electrophysiology with close and unrestricted cooperation of industrial partners. LHI collaborates with teams comprising of multidisciplinary specialists with outstanding expertise in preclinical and clinical studies from the Heart Center Leipzig.

www.leipzig-heart.de



HHL, founded in 1898, was one of the very first business schools in the world. Ranked #1 in Germany and #5 worldwide in the field of Entrepreneurship, HHL belongs to the group of international leading management institutions. The goal of this university-level institution is to educate effective, responsible and entrepreneurially-minded leaders. In addition to HHL's international focus, a combination of theory and practice plays a key role in its educational approach. HHL stands out for its excellent teaching, clear research orientation and effective knowledge transfer into practice, as well as its outstanding student services.

www.hhl.de



ACQUIN

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