



**HO-03  
ONLINE MANAGEMENT DEVELOPMENT PROGRAMME  
ON IMPACT OF COVID -19 ON COSTING  
AND COST CONTAINMENT STRATEGIES IN HOSPITALS  
Date: MARCH 22-24, 2021 (1:30 – 5:30 PM)**

**RATIONALE:-**

Hospitals and medical practitioners are faced with making the quantum leap from productivity-based operational models to budgeted care-based business models. In this new era, driving out costs is a critical metric impacting how hospital executives and physicians begin to view and shape the business of revenue and quality deliverables. Conventional containment activities, such as inventory and supply management, are not enough to survive in an era of care- based business models. One of the key challenges to the continued viability of hospitals are developing of relevant and accurate cost information, which forms the pedestal for- strategies, pricing and management decisions. The magnitude of hospital operational costs and inefficiencies in the health system raise questions about the utilization of resources by hospitals.

Cost and cost containment knowledge among healthcare professional and auxiliary professional, will enormously support in setting up competitive low cost – high quality by hospitals. Participants will gain insights and strategies from cost thinkers and practitioners, along with discussion and Case –study pedagogy.

## LEARNING OBJECTIVES

The core objective of this training program is to imbibe practical cost information to aid managers in effective decision making in terms of procedure, patient and cost behaviours at different managerial levels. Cost- finding and costing tools for analysis can help departmental managers, hospital administrators and policy makers to determine how well organization can meet increasing competitive deliverables for patient care. Analyzing difference in cost containment strategies pre and post pandemic era would also be one of the main agenda of this training program. The basic focus will be on enhancing the technical skills of participants in strategic planning and decision making through cost containment process at various levels in the organization.

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## TARGET AUDIENCE

Senior and Middle level hospital managers & administrators, executives from public and corporate health care industry and practitioners from allied medical field.

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## COURSE CONTENTS

- Trends in Hospital Costing & Identification of Cost and Cost Analysis as Management Tool Construction of Unit Cost Per Service
  - Patient billing
  - Budget Setting and Control
  - Standard Costing
  - Application of Activity Based Costing
  - CVP and BEP analysis—for Hospital Strategic Decision Making
  - Cost Containment Strategies – Laboratory services, Supply Chain and Logistic Management, Pharmacy, Ancillary Services.
  - Predictive Modeling in Hospital
  - Designing and Implementation of Hospital Cost Management Model
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## TOOLS & TECHNIQUES

- Lecture sessions & hands-on practical sessions
- Experimental group activities
- Case study discussions

**LAST DATE OF REGISTRATION**  
**15TH MARCH 2021**

## RESOURCE PERSONS

### COURSE COORDINATOR

#### **Dr. Sumesh Kumar, Assistant Professor, IIHMR Delhi**



He is working as assistant professor at International Institute of Health Management Research. He holds Ph. D, M. Phil and M.A., degrees in economics and MBA degree in finance. During over 19 years of working experience, he worked with different organizations and is well versed in industry projects, practical implications of economic theories, methods of data collection and analysis, designing of curriculum, institute/university administration and analyzing government policies for economics and industry. He has completed research projects in the area of economics, health and life skills. He has published various articles and research papers in the field of economics and management. He has been a key speaker in national and international conferences and attended several workshops and seminars.

#### **Prof (Dr) A. K. Khokhar, Adjunct Professor at IIHMR Delhi**



He has superannuated the position of Dean – Training from IIHMR Delhi on 5th September 2020. Dr. Khokhar is a Medical graduate with three post graduations in the field of Health Care Administration, Hospital Administration and Human Resource Management. Besides working in government in various positions, he has been a visiting faculty at FMS University of Delhi and Institute of Management Studies, YMCA Delhi, for 24 years. He has carried out number of studies and surveys and has authored two books. As Medical Superintendent at ESIC Model Hospital, Bangalore, he was instrumental in developing and starting Post Graduate Institute of Medical Sciences and Research, and Undergraduate Medical College, under ESIC.

#### **Dr. Pankaj Talreja, Assistant Professor, IIHMR Delhi**



Dr. Pankaj Talreja is a “Master Teacher” trained by Indian School of Business (ISB), Hyderabad. He is an Assistant Professor at the International Institute of Health Management Research, New Delhi. He received his Post Graduate Diploma in Hospital Administration from Institute of Management Studies, YMCA, New Delhi in 2001. Since then he has been part of various National Health Programmes. After twenty years of illustrious career, Dr. Pankaj is pursuing his passion for Healthcare Finance.

#### **Dr Ritu Garg, Zonal Director and Head of Fortis Memorial Research Institution Gurgaon**



She is an ENT surgeon and turned to healthcare management after spending 12 years in premiere medical school of India and done management from ISB. Dr Garg has handled senior leadership roles across functions and organizations like Fortis Healthcare, Sakra world hospital and Amrop India. As Head of Strategy at Fortis, she led development of Organizational Blueprint and medical program strategy for the group. Dr Garg also led Clinician recruitment, Academics, training and Patient experience functions at group level before moving to the current role as Zonal Director and Head of Fortis Memorial Research Institute, Gurgaon, flagship hospital of Fortis network. Dr Garg has astute understanding of healthcare dynamics and changing landscape in this space. She also has a keen interest in digital innovation in healthcare and works with health tech startups to help build efficient and future ready healthcare service delivery models.

#### **Mr. Piyush Nagori, Group CFO of Arabian Healthcare Group**



Chartered Accountant and MBA having over 20 years of diversified experience. Currently working as Group CFO of Arabian Healthcare Group and looking after a Healthcare Investment of Ras Al Khaimah Government having a Hospital, Medical Centre's and referral pathlab. Over 14 years of experience in Healthcare both in India and UAE. Handled Finance, Accounts, Treasury, Legal and Secretarial functions. Involved in almost every facet in finance - right from operational finance to corporate finance, treasury, strategy, financial planning and so on. Extensive experience in raising Private Equity and Debt and making and implementing the strategy and execution of the business plans in the healthcare domain.

## PARTICIPATION FEE

**National Participants:** INR 5,000/- plus 18% GST

**International Participants:** USD 100 plus 18% GST

- Online registration
- No refund of course fee but substitute allowed

## INSTITUTE'S BANK DETAILS FOR NEFT/RTGS

Bank Name: HDFC Bank Ltd.

Bank Address: Plot No.11, Aggarwal Central Plaza, DDA Shopping Complex, Sector-5, Dwarka, New Delhi-110075

Bank Account No.: 02490330000019

Bank IFSC Code: HDFC0000249

BIC (Swift) code: HDFCINBBDEL

Bank Account Holder Name: International Institute of Health Management Research

Address of Account Holder: Plot No.3, HAF Pocket, Phase-II, Sector-18A, Dwarka, New Delhi-110075

## THE INSTITUTION

IIHMR is a premier institution dedicated towards transforming healthcare through research, training and education. IIHMR runs a full-time two-year Postgraduate Diploma in Hospital and Public Health Management enabling human resource professionals to make noteworthy contributions towards arena of healthcare globally. The institution is fully equipped with state of art facilities to take up Academic and Training programmes. It has an excellent combination of faculty with different backgrounds (Medical and non- medical) to take up Academics, Research and organize Management Development Programs in their respective specialties within and out of the campus. In this regard, IIHMR has been regularly engaged in organizing various Training / MDPs on Hospital Management, Public Health, Healthcare Management and Administration and Information Technology. As per the expertise available with the IIHMR, it can take up any of the customized trainings required by respective institutions depending on their training needs.

In the recent past hospital management training programmes have been organized for Government of National Capital Territory, Delhi, Ministry of Health – Afghanistan, BRAC- Bangladesh, Ministry of Health- Sri Lanka, Ministry of Health and Sports, Myanmar, Ministry of Health and Welfare- Bhutan, Jigme Dorji Wangchuck National Referral Hospital- Bhutan and Ministry of Health- Maldives etc.

### For Registration and Queries, Please Contact:

**Course Coordinator: Dr Sumesh Kumar, Assistant Professor, IIHMR Delhi**

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