IIHMR UNIVERSITY

Management Development Programme
on

Scaling Healthcare Ventures

Strategies for Growth and Social Impact

March 15-17, 2027



Background

India's diverse socioeconomic and geographic landscape requires scalable healthcare business models that balance financial viability with equitable access to healthcare. As a result, India's healthcare sector is undergoing significant transformation, driven by rising demand, digital innovation, expanding health infrastructure, and a growing ecosystem of healthcare startups. At the same time, healthcare startups face barriers to market access and sustainable scaling, while hospitals and established healthcare organizations face rising costs, service pressures, technological disruption, and increasing expectations for quality and patient-centred care. In this context, the three-day programme aims to equip healthcare entrepreneurs, startup founders, and healthcare industry executives with the strategic and managerial capabilities required to scale & manage healthcare endeavours sustainably. The programme enables participants to translate healthcare ideas and ventures into viable, scalable, and socially responsive solutions for India's evolving healthcare ecosystem by focusing on designing and integrating growth strategies, leveraging digital transformation to address service gaps, and understanding social-impact indicators for measuring healthcare customer outcomes.

Objectives

By the end of the programme, participants will be able to:

- **Explore market opportunities:** identify and assess opportunities for healthcare entrepreneurship, and sharpen value propositions for chosen market segments.
- **Design growth strategies and strategic partnerships** that expand reach and access.
- **Develop an implementation roadmap** with measurable social impact.

Contents

- Assessing market opportunities
- Value propositions and service innovation
- Segmentation, targeting, and positioning
- Growth strategies for healthcare ventures
- Strategic partnerships and implementation roadmap
- Measuring social impact

Pedagogy

The programme offers a multifaceted learning experience through lectures, group discussions, case studies, and hands-on experiential learning. Participants are immersed in a dynamic learning environment designed to foster theoretical understanding and actionable real-world insights.



Who Should Attend?

Healthcare entrepreneurs, startup founders, hospital CEOs and administrators, senior healthcare managers, health-tech innovators, public health leaders, and social entrepreneurs.

Programme Coordinator



Dr. Seema Mehta
Professor
IIHMR University, Jaipur

The programme will be offered by a team of national and international subject experts.

Nominations/Registration

Please send your nominations/registrations to the following address:

Management Development Programme Office

IIHMR University
1, Prabhu Dayal Marg, Sanganer Airport
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Mobile: +91 9116006536
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Duration and Venue

The programme will start on Monday, March 15, 2027, and will conclude on Thursday, March 18, 2027. The programme will be held at IIHMR University, 1, Prabhu Dayal Marg, Sanganer Airport, Jaipur – 302029. The University campus provides a conducive learning environment for participants, who are welcome to use the library and recreational facilities available on campus.

Programme fee

The programme fee for Indian participants is Rs. 30,000 plus GST (18% as applicable), and for international participants it is USD 315 plus GST (18% as applicable). The programme fee covers tuition, background reading material, lodging, and boarding.

Certificate

A certificate of participation on completion of the programme will be issued by IIHMR University, Jaipur.

Discounts on Fee

- **Early Bird Discount:** Nominations received with payment before four weeks of the commencement of the programme will be entitled to a 10% early bird discount.
- **Group Discount:** Any organization sponsoring four or more participants to the programme will be entitled to a 20% discount on the total fee payable, provided that at least four participants attend the programme.
- **Maximum Discount:** Organizations can avail themselves of both discounts, subject to a maximum discount of 20%.



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