

# Give your career a healthy start

The need for specialised management professionals has increased manifold. This makes MBA in healthcare management an ideal career choice, says DR SHEENU JAIN

The healthcare sector has undergone a massive transformation over the last decade. There has been an increase in both public and private expenditure. Progressive healthcare and the patient-centric treatment approach has become a reality. Technology has played a massive role in this shift, bringing home advanced diagnostics, high-quality devices at low costs, and more efficient life-support systems.

Modern healthcare focuses not just on cures but on the whole gamut of the healthcare experience. From approachable healthcare workers and state-of-the-art infrastructure to digital health tools and hospital ambiance, patients expect quality service, and the industry has had to step up to meet their demands. As a result, the industry is going through a boom, and the need for specialised management professionals has increased manifold.

With the COVID-19 crisis sweeping the globe, there has been a greater need for healthcare managers. They handle the business side of healthcare delivery, as they are in charge of scheduling, budgeting, and looking for ways to improve patient care. It is the perfect option



for people who want to make use of their communication and organisational skills while making a difference in the lives of those in need.

Most people who go for a degree in healthcare management find a job in a hospital or an outpatient setting. Smaller clinics allow healthcare managers to oversee several disciplines, from marketing and budgeting to human resources and record management. Larger hospitals, on the other hand, offer more diverse opportunities. You can move into roles like CEO, CFO, or CMO. You also have the option of working in residential

care and nursing facilities, where apart from the business and administrative responsibilities, you also get a chance to maintain relationships with their patients and their families. You can also work for the state or central government - doing research, addressing pressing public health problems, or even overseeing health education and awareness programmes.

Some subjects are common to healthcare management courses in universities across the world. These include healthcare quality improvement, healthcare marketing, basics of managed care, healthcare ethics

and law, and project management. Apart from thorough training in theoretical courses, you also get practical experience and scenario-based simulations to prepare you to lead a team of healthcare workers.

An ideal career in healthcare management will put all the skills you learn in your graduate programme to good use. Apart from technical skills, a professional healthcare administrator will need a lot of soft skills too. Not only will you be in charge of a team of healthcare professionals, but you will also be working very closely with the physicians apart from acting from donning the role of the organisation's representatives at meetings. It is expected out of them to stay abreast of the latest changes, superior communication skills, managing facilities, and diligent planning and problem-solving skills.

The field of healthcare is evolving, and you no longer have to be on the frontlines to carve out a successful career in the industry. The best part about launching a healthcare management career is that you do not have to remain in the same position forever.

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