



# Offering lucrative roles

**With people expecting quality services, there is a need for specialised management professionals in the healthcare industry**

## 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 infra-

structure 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 sector is going through a boom, and the need for specialised management professionals has increased manifold.

### What do healthcare managers do?

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. One can move into roles like CEO, CFO, or CMO.

One also has the option of working in residential care and nursing facilities, where apart from the business and administrative

responsibilities, they will get a chance to maintain relationships with their patients and their families. One can also work for the state or central government – doing research, addressing pressing public health problems, or even overseeing health education and awareness programmes.

### What is the degree programme?

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, one also gets

practical experience and scenario-based simulations to prepare to lead a team of healthcare workers. While completing a course, students may find it a bit daunting, rest assured that you are gaining knowledge and experience in your field of interest and securing your future.

### What can one expect in a healthcare management profile?

An ideal career in healthcare management will put all the skills you learnt in the 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 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.

Today's graduates will also be the frontrunner of technology access, and it is undoubtedly impacting various aspects of life, including data collection, research using new-age tools, and innovative practices. 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 one does not have to remain in the same position forever. Healthcare management professionals can expand towards lucrative roles with more responsibilities - from overseeing the health information system of the hospital to working as a top cadre professional in an organisation. Some senior-level positions may require a master's degree, but at the end of the day, it is what you make of the degree that determines your prospects.

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