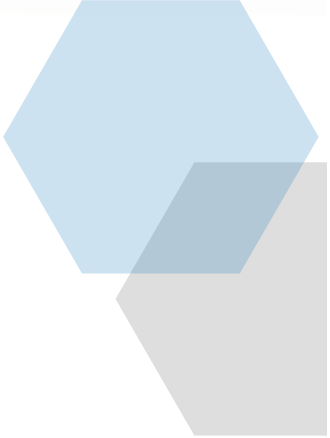




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Advanced Management Programme on Health Innovation

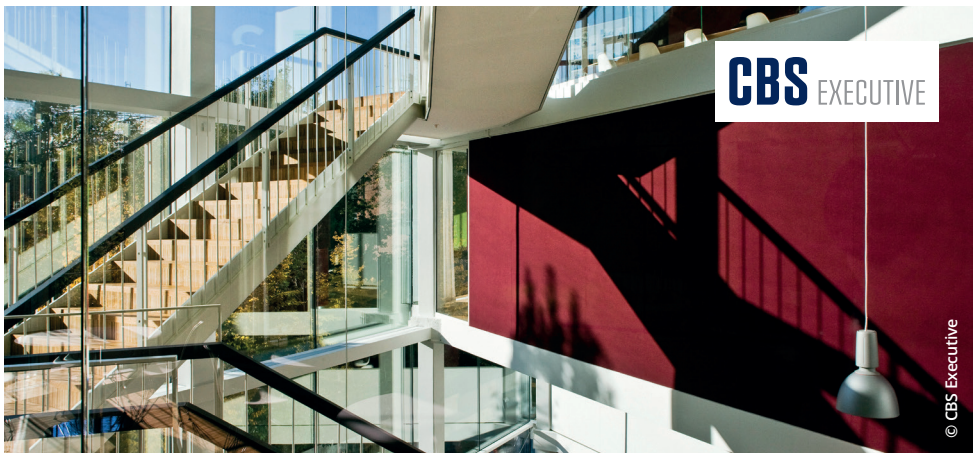


AMP-HI 2017

London | Munich | Copenhagen | Barcelona



Advanced Management Programme on Health Innovation





EIT Health is a powerful alliance that aims to promote and accelerate entrepreneurship and innovation in healthy living and active ageing, providing Europe's top talents with new opportunities and resources for the benefit of all citizens.

EIT Health brings together leading healthcare companies across multiple industry sectors, public and private research centres, top universities and health providers, with a clear mission.

The essential goals of EIT Health are to offer answers to future challenges of healthcare, thus strengthening the European healthcare industry while supporting people in maintaining and managing their health.

EIT Health is guided by the understanding that the societal challenges do not only present a risk but also provide a multitude of new opportunities of knowledge and networks are fully leveraged across all health-related sectors and new ideas are rapidly turned into solutions.



Since 1958 IESE Business School has been committed to developing exceptional leaders who aspire to have a deep positive and lasting impact on people, firms and society. IESE's humanistic approach puts the participants on their programs at the centre of the learning experience with a focus on their personal and professional development.

Health care is one of the focused industries where IESE is seeking a transformational impact through managerial capacity building and the development of applied research.

At IESE, participants will hone their strategic leadership competencies within a global framework. IESE's top ranked programs and world class international faculty will help participants craft their strategies for sustainable growth and profitability, and acquire the vision to drive meaningful change across their organizations.

IESE Business School has been ranked #1 in the world for Executive Programs by Financial Times consistently in the last years. IESE is a core partner of EIT Health, with campuses in Barcelona, Madrid, Munich, New York and Sao Paulo.



B Imperial College Business School | Executive Education

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As part of Imperial College London, a global leader in science and technology, we drive business advantage through the fusion of business and technology and an entrepreneurial mindset. We combine innovative thinking and insight with new technology to develop practical solutions to real world issues, benefiting business and improving society.

Our world-leading research informs our postgraduate and Executive Education programmes and is sought by governments, policy-makers and global business leaders who often partner with us on research projects.

Executive Education programmes draw heavily on Imperial's resources, intellectual assets and networks to develop strategic leadership and organisational capabilities. As part of Imperial's overall mission, we are also committed to supporting scientific, research and development

communities within governments and business. We develop programmes for world-leading companies and organisations, building long-term relationships with our clients.

Executive Education's Impact Lab™ is an experiential approach to learning. It's not just a physical space, it's a philosophy that underpins all of our programmes. We believe that the experiential method to discovery in science has a lot to teach the world of executive development, combining an attentive and enquiring consulting approach with high-impact and innovative learning.

Imperial College London is amongst the 8 best universities in the world and the 4th in Europe in clinical, pre-clinical and health (Times Higher Education Ranking 2016).



Copenhagen Business School Executive (CBS Executive) designs and runs a wide range of senior executive and board governance educational programmes. The programmes meet high academic standards and are attended by business corporations, the public sector and individuals.

In CBS Executive courses participants learn through a combination of inputs, including ideas from global thought leaders, research, and consultation from experienced faculty, and they learn from each other. Participants learn from the real-world application of their insights.

In 2016 the world's first full two years master's program offered in health care innovation was successfully launched jointly by CBS and The University of Copenhagen offering up to 50 students per year a CBS MSc degree in Innovation in Health Care (IHC).

The Center for Health Management at Copenhagen Business School focuses on the changing conditions for management and task performance in the health care sector. Research is developed and conducted in close dialogue with the health care sector



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Making Innovation happen in health care

Demographic change is one of the main challenges European societies are facing today, with increasing pressure on health and social care costs at a time of constrained financial resources. Tackling this requires of exceptional leaders who possess the value, vision, and ideas to drive innovation with a real impact.

The Advanced Management Program in Health Innovation (AMP-HI) allows seasoned professionals to engage in intense debate with top-tier colleagues and faculty members on the key issues affecting healthcare innovation and delivery today. By challenging each other, and sharing their knowledge and experience, participants gain new management insights and come away with stronger decision-making and implementation skills.

The experience is built on active learning methodologies. The case method will take your thinking to the next level, and interaction with our faculty members and peer-to-peer synergies will give you the broader global perspective, insights and framework you need to shape your organization's future and drive its growth.

The AMP-HI takes a practical approach by examining real-world challenges in healthcare from a general management perspective with the full support of your peers and faculty.



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A transformational learning experience

Innovative Learning Methodologies

International Peer Network

The interaction and exchange of vision and views with other executives from leading health care providing institutions will help you think about your organization from a new perspective. The program's atmosphere of sharing and trust will allow you to forge enduring friendships and alliances that will go beyond the duration of the program.

Reflect on your leadership

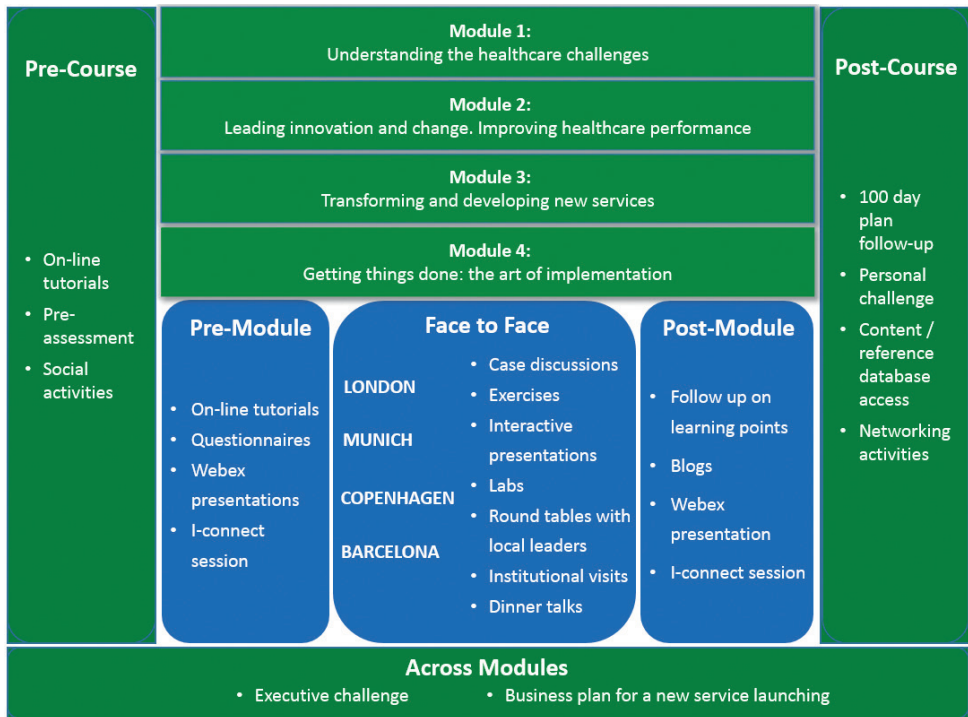
Take a step back and reassess your leadership qualities via intensive one-to-one coaching sessions with experts. You will be challenged to think outside your comfort zone, and identify what you do well and what you might do differently. This transformational experience will help shape a new direction for your own leadership and for the growth of your company or organization.



Senior executives from around Europe

Participant Profile

To change healthcare we must change how their leaders manage innovation, define strategies, take decisions and implement them. The program is aimed at those leaders that can make this change happen, in particular, health sector senior executives (health providers, health professionals in leading roles, health authorities, health insurances) who hold CEO positions or those one or two levels from the CEO, with potential for career development in the organization and the industry. The program is also targeted at policy makers and senior leaders from health industries (pharma, med tech, IT, etc.) who understand their important role as necessary agents in the innovation of the sector.



A vision to share with high-caliber peers

Executive Challenge

The executive challenge gives participants the opportunity to bring a relevant, real-time strategic, operational or personal business challenge to the programme and receive individual feedback and recommendations from a team of high-level peers. Participants tap into the knowledge, experience and networks of their teammates to develop an action plan. They also benefit from personalised support during preparation through a highly structured, facilitator-led problem-solving approach.

Networking and more

The program offers many opportunities to forge meaningful connections with faculty at IESE Business School, Imperial College Business School and Copenhagen Business School Executive and with high-caliber colleagues in a close-knit, supportive environment. These range from serious business and career discussions to informal social activities that promote camaraderie in a casual, relaxed setting.

A curriculum for personal and professional growth

Programme content

The AMP-HI guides you towards greater innovative and entrepreneurial thinking with respect to health services. As you develop a clearer vision of value creation within your organization, **your capacity to fundamentally alter the nature of health care delivery will grow**. The program's leadership development also sharpens your **ability to spot health care challenges and opportunities**, and help to foster an organizational culture of innovation to address them.

In-depth curriculum

The comprehensive curriculum explores the innovation role of senior executives as it relates to the various demographic, technological, governmental, market, and societal challenges faced by health systems and services, and also examines the impact of new technologies (including digitalization) on the management of healthcare institutions. The four learning modules, each combining three days of face-to-face discussions with online pre and post module activities, address important knowledge, skills and attitudes developments, both from the strategic and the operational levels, including:

MODULE 1: London Imperial College Business School campus (3-6 July 2017)

Understanding the healthcare challenges. In this module we will present a macro level framework to help us understand the complexities of healthcare systems, the specifics of the health sector and

how it differs from other industries in relation to innovation needs and process, the roles played by different stakeholders (providers, insurance entities, patients and patient associations, pharma and medical equipment companies, etc.) and how they are evolving. We will consider the trends that are defining the healthcare institutions of the future and what this might mean for companies, healthcare providers and other organizations in the sector.

MODULE 2: Munich IESE Business School campus (18-21 September 2017)

Leading innovation and change, improving healthcare performance. This module will focus on the development of an innovation strategy for the organization, understanding the opportunities for innovation and change within and across the organizations. We will discuss how to develop leadership competencies and how different leadership styles are suited for healthcare innovation. We will also explore what are the levers to improve the performance of healthcare, at the macro, meso and micro levels, and will present a model for operational excellence in healthcare organizations,

MODULE 3: Copenhagen CBS Executive campus (23-26 October 2017)

Transforming and developing new services. This module will focus on the development of new



business models in healthcare, analyzing the reasons for their success or failure. Different types of innovations (disruptive, frugal,...) will be presented, and we will also discuss how to develop a digital mindset for healthcare that could drive the digital transformation.

MODULE 4: Barcelona IESE Business School campus (27-30 November 2017)

Getting things done, the art of implementation. In this module we will focus on how to get things done, how to move from strategy to implementation, how to build and lead high performance collaborative

teams. We will also review the latest ideas in project management for strategy implementation and how to ensure the sustainability of innovation in healthcare organizations.

CROSS MODULE ACTIVITIES:

The program will also include some activities that will run across modules, such as the Executive Challenge and the development of a plan for the launching of a new service.

Note: Curriculum, structure, and faculty may be subject to minor changes.

Five reasons to join the programme

1

Raise your game

Hone your knowledge and strategic thinking about healthcare innovation. Learn to align your corporate strategies with the latest global trends, identify new opportunities for innovation and address your challenges more efficiently.

2

Exchange insight with others leaders

Gain new perspectives through interaction with senior executives from all over the world. The exchange of insight, experience and vision will empower you to persuade and collaborate with others more effectively.

3

Build a strong international network

The AMP-HI is built on interaction, collaboration and shared learning among participants, and between the participants and faculty. You build bonds with your peers and faculty which can develop to provide valuable business contacts and enduring friendships.

4

Reflect and improve your leadership style

Take a step back and revise what it means to lead. Observe your peers present ideas and convince teams to move into action. Your self-assessment can also enhance your decision making skills as you explore new ways for your institution to develop.

5

Learn with minimal work disruption

The program is designed to adapt to the top executive busy timetables. Each module only requires four days out of the office. The modular format and the in-between the modules agenda give you time to implement key learnings and come back to discuss your experiences and address new topics.

An outstanding and approachable faculty



Antoni Davila

*Professor of
Entrepreneurship and
Accounting*
Ph.D. from Harvard
Business School and
MBA from IESE



Evgeny Kaganer

*Associate Professor of
Information Systems
Academic Director for
Learning Innovation*
PhD in Business
Administration from
Louisiana State
University



Núria Mas

*Associate Professor of
Economics.*
PhD in Economics,
Harvard University



Julia Prats

*Professor of
Entrepreneurship and
head of
Entrepreneurship
department*
PhD in Business
Administration,
Harvard University



Jaume Ribera

*Academic Director,
AMP-HI
Professor of Operations
Management*
PhD in Industrial and
Systems Engineering,
University of Florida



Magda Rosenmöller

*Senior Lecturer in the
Department of
Production, Technology
and Operations
Management*
PhD in Health Policy,
University of London

An outstanding and approachable faculty

B Imperial College Business School | Executive Education



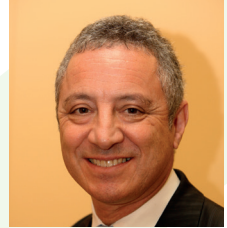
James Barlow
Professor of Technology and Innovation Management (Healthcare)
PhD from London School of Economics



Namrata Malhorta
Associate Professor in Strategy
PhD in Organisational Analysis, University of Alberta



Marisa Miraldo
Associate Professor in Economics
PhD in Economics York University



Nick de Leon
Director of Design London
Visiting fellow of Imperial College Business School
Former Director of Business Development Europe, IBM

CBS EXECUTIVE



Rudi Westendorp
Professor Center of Healthy Ageing
University of Copenhagen
PhD from Leiden University



Allan Hansen
Professor Department of Operations Management
PhD from Copenhagen Business School



Torsten Ringberg
Professor Department of Marketing
PhD from Penn State University



Valentina Tartari
Assistant Professor Department of Innovation and Organizational Economics
PhD from Imperial College Business School



Finn Valentin
Professor Department of Innovation and Organizational Economics

Get started

The AMP-HI Admissions Committee thoroughly reviews all applications, which should be submitted at least four weeks before the programme starts.

Admission Process

- Online Application Form
- Candidate Selection
- Admissions Committee
- Application Approved
- Deposit to guarantee your place in the program

Dates

Module 1
LONDON, 3-6 July 2017

Module 2
MUNICH, 18-21 September 2017

Module 3
COPENHAGEN, 23-26 October 2017

Module 4
BARCELONA, 27-30 November 2017

Modules will start on the first day in the afternoon and finish on the last day at lunch time.

Programme Fee

EIT Health members: 10.000€*
Non-EIT Health: 14.000€

The programme fee includes tuition, reading materials and most lunches.

Accommodation is not included.

The full tuition payment is due 45 days prior to the start of the programme. Cancellations received before the programme's start are subject to a cancellation fee.

(*) contribution to costs

Registration and Contact

Spain, France

CLCs & InnoStars

www.iese.edu/amp-health-innovation
msilvela@iese.edu

Belgium-Netherlands

& UK-Ireland CLCs

www.imperial.ac.uk/business-school/executive-education/
a.magakian@imperial.ac.uk

Scandinavian &

German CLCs

www.cbs-executive.dk
kp@cbs-executive.dk

An innovative
European
partnership

Providing new insights and proven frameworks, the Advanced Management Program on Health Innovation prepares top executives to face the demands of the evolving health care challenges—in Europe and beyond. The programme draws on the outstanding faculties of three top business schools to create an enlightening, academically rigorous, and highly practical learning experience.

As part of the Campus pillar of the EIT Health (Making Innovation Happen in Health), the three partnering institutions, IESE Business School, Imperial College Business School and CBS Executive jointly offer the AMP-HI, which specifically addresses the business and innovation management challenges facing the top executives of healthcare institutions.



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