

IVEY MBA HEALTH SECTOR

LEADERSHIP
EXCELLENCE
IN HEALTHCARE



Richard Ivey School of Business
The University of Western Ontario

IVEY

CROSS-ENTERPRISE LEADERS

“The Canadian health sector requires leaders who possess a unique combination of scientific, managerial and entrepreneurial skills. At over 10 per cent of GDP our investment in healthcare in Canada has never been higher. Through developing exceptionally motivated students with solid academic credentials and relevant life sciences business experience, the result will be a select group of graduates who are capable of being strategically placed to lead and set the agenda in the health sector.”

Jim Hatch,
Professor of Finance, Richard Ivey School of Business
Co-Director, Ivey MBA Health Sector Stream

“The MBA Health Sector Stream will train a new generation of healthcare leaders in our country. The physicians and health professionals in our program will learn the nuances and complexities of managing within Canada’s unique healthcare system, so they can help shape it for the future.”

Dr. Kellie Leitch,
Chair of Paediatric Surgery, Children’s Hospital of Western Ontario
Assistant Dean (External), Schulich School of Medicine & Dentistry
Co-Director, Ivey MBA Health Sector Stream



AN MBA HAS NEVER BEEN MORE VALUABLE



UNPRECEDENTED CHANGE DEMANDS EXCEPTIONAL LEADERSHIP

To keep pace with rapid change and ensure the ongoing viability of our healthcare system, it is critical that the health sector have managers who possess the leadership capabilities and business skills to ensure excellence.

Advancements in information management, technology and research all converge in the health sector creating incredible possibilities for progress in patient care. In contrast to these advancements are the realities of an aging population, finite resources and the demand for increased efficiency and reduced wait times.

Meeting the high expectations of all stakeholders, from governments to investors to informed consumers, requires a highly-specialized skill set.



DEVELOPING LEADERS NOT ADMINISTRATORS

Successfully managing change in today's health sector demands the training found only in a respected and forward-thinking MBA program.

The Ivey MBA Health Sector Stream is specifically designed to meet the needs of our ever-changing health sector. The goal is to develop and train committed individuals capable of building on their extensive knowledge of life sciences and becoming qualified leaders of unsurpassed ability.

At the end of our intensive and challenging program, you will have earned a highly-regarded MBA from one of Canada's most respected institutions. An Ivey MBA gives you the tools needed to progress in your career path or transition into a new health sector career with unlimited growth potential.

You will help shape Canada's health sector.

IVEY CONSISTENTLY RANKS AMONG THE TOP BUSINESS SCHOOLS IN THE WORLD.

Ivey participates in three media rankings each year:
Financial Times, *Business Week* and the *Wall Street Journal*.

<http://www.ivey.uwo.ca/mba/whyivey/rankings.htm>



IVEY LEADS THE WAY IN CULTIVATING LEADERSHIP

WHY IVEY?

- *CROSS-ENTERPRISE LEADERSHIP™*
- *CASE-BASED LEARNING*
- *12-MONTH PROGRAM*
- *HEALTH SECTOR CURRICULUM*
- *WORLD-CLASS FACULTY*
- *ACTIVE ADVISORY COUNCIL*
- *INFLUENTIAL ALUMNI NETWORK*
- *CAREER MANAGEMENT*

REVOLUTIONARY LEADERS NOT CONVENTIONAL CONTRIBUTORS

Cross-Enterprise Leadership is an action-oriented approach that prepares high-performing Ivey graduates to look beyond the walls and organization charts to approach issues from a perspective that spans the entire institution.

Through Ivey's Cross-Enterprise Leadership, students of the Health Sector Stream will combine the discipline of business management with specific health sector electives. Graduates will be prepared to face the complexities of Canada's health delivery system, having been exposed to more than just the narrow "silos" of single-discipline focus.

Making impact from their first job upwards into senior levels, Ivey graduates will capitalize on the opportunities and synergies that result from seeing the big picture.

“Cross-Enterprise Leadership is designed for the next generation of CEOs and business leaders. For those select individuals with the experience, drive and vision to tackle the challenges of the future, Ivey offers an unprecedented opportunity to make a difference.”

- Carol Stephenson, Dean
Richard Ivey School of Business

A CLASSROOM EXPERIENCE SUPERIOR TO ANY OTHER

Ivey offers the only case-based learning program in Canada. Students are engaged in an active learning process that involves individual thought, team collaboration and classroom debate. Specially selected Health Sector Stream students, from scientists to physicians to marketing professionals, will create an in-class dynamic illustrative of that in the health sector. The appreciation of industry-wide perspectives is essential to properly assessing all issues and opportunities in the health sector.

Case-based learning develops a bias for action and pragmatism as students create and implement solutions rather than just sit and talk about them.

“Being surrounded by classmates who have worked in the field and taught by professors and guest speakers who are experts allows you to get to the core of the case and understand the many factors at play in the health sector.”

- Rebecca Ross, MBA 2004

12-MONTH COMPREHENSIVE INTEGRATED PROGRAM

The Ivey MBA curriculum develops a complete body of knowledge in business management including quantitative and qualitative problem-solving skills. Each module builds on the other, introducing concepts and skills at the necessary point of student development.

The curriculum is organized into four modules. As part of the Ivey MBA Health Sector Stream, you are fully integrated with the entire class for the first three modules. Together with students that represent diverse backgrounds and represent the future of business, you learn the essentials of business management. As an Ivey MBA student you will develop unique insights based on the advantage of applying best practices from other industries to the health sector.

CROSS-ENTERPRISE LEADERSHIP MODULES

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| #1 Developing Leadership Competencies (8wks) |
| #2 Developing Business Skills & Executing Strategies (16wks) |
| #3 Competing Successfully in a Global Environment (8wks) |
| #4 Excelling Through Cross-Enterprise Leadership (12wks) |

A PROGRAM DESIGNED FOR THE HEALTH SECTOR

In the fourth module, “Excelling Through Cross-Enterprise Leadership”, students will complete their health sector-focused courses. Half of the overall required credits for the module are allocated to the Health Sector Stream. This allows an opportunity for students to further develop other interests by enrolling in additional non-health sector electives.

All Health Sector Stream courses have been specially designed for use in the MBA program. Ivey does not rely on existing courses from other campus faculties to achieve their mandatory curriculum. Just like the ‘real world’, Ivey offers a truly multidisciplinary approach – with each course revolving around health sector-focused cases developed by Ivey faculty in close collaboration with the Schulich School of Medicine & Dentistry and Western Law faculties.

“By leveraging our strength in research to develop organization-wide cases specific to the health sector, Ivey has an exclusive body of knowledge that will not be available at any other business school in the world.”

- Craig Dunbar, Associate Dean, Faculty Development and Research
Richard Ivey School of Business

HEALTH SECTOR COURSES

Pharmacoeconomics

This course covers a number of issues related to pharmacoeconomics such as the design of clinical trials, cost-effectiveness analysis, formulary acceptance and management, risk-sharing agreements, pricing and price controls.

Intellectual Property, Licensing, and the Regulatory Environment

Exploring the legal web of relationships in public and private sector participation in health, examining the implications of exploiting intellectual property (for example, through patent), and preserving freedom to operate (for example, through licensing).

Political and Economic Environment of Healthcare

In daily operations and strategic planning, recognize the major external factors that influence behaviors in the health sector around the world.

Financing Private Health Sector Enterprises

To discuss the types of financing that are available for modest-sized companies, and to provide a decision framework for making key financial decisions such as structuring a newly created company, placing value on a company, managing growth, acquiring another company and achieving the ideal exit strategy.

Private Health Sector Enterprise Strategy

Generate strategies for superior performance that address the unique competitive, operating and consumer/patient dynamics of the global, dynamic health sector.

Healthcare Management

To provide participants with tools and concepts so that they can perform effective leadership roles in healthcare delivery. The focus of the course will discuss overall challenges of integration, systems of care, leadership, organizational infrastructures and the contributing factors which impede the delivery of services across the continuum.

HANDS-ON EXPERIENCE

Your Ivey experience will culminate with the **Ivey Consulting Project** in which you will apply all your skills and knowledge. With the help of your Faculty Advisor and Executive-in-Residence you will work with real managers on real health sector issues. Over a four-month period, your team will scope the problem or opportunity, collect and analyze data, prepare recommendations and present your findings to senior management. A typical project of a Health Sector Stream student could involve the strategic analysis of a clinical operations plan or the product launch of a new pharmaceutical.

LEADERS IN KNOWLEDGE CREATION

Each Ivey faculty member brings a unique perspective and a wealth of experience to the classroom. Health Sector Stream faculty members are researchers, case writers and consultants in touch with Canada's current health sector issues and on the leading edge of management practice. Visit www.ivey.uwo.ca/health for their complete biographies.

ENDORSED BY THE HEALTH SECTOR

The need for leaders able to resolve complex, cross-discipline issues is recognized as a top priority among leaders in today's health sector.

The health sector is confident in Ivey's ability to develop leaders, demonstrated through scholarship and research funding, consultation on program design and commitment for ongoing support.

Made up of a cross-section of senior health sector executives and professionals, Ivey's **Health Sector Advisory Council** has a direct impact on the program's direction and content. The outside perspective is integral to ensuring curriculum, research, and ultimately the students remain relevant and focused on the issues of the day as well those that will emerge in the future. Visit www.ivey.uwo.ca/health for a complete list of Advisory Council members.

“The health sector of the economy is large, growing and complex. Leaders must have a combination of core business competencies and a strong appreciation for the health sector-specific ethical, regulatory and management intricacies. Ivey has put together a program that can deliver on the need to develop leaders with the means and vision to make a difference.”

- Gregg Szabo, Executive Director, Policy & Reimbursement
Merck Frosst Canada Ltd.

POWERFUL NETWORK OF COLLEAGUES

From the moment you decide to join the Ivey community, you begin to reap the benefits and experience the support of a strong and active **Ivey alumni network**. Fostered by Ivey's commitment to developing teamwork as a fundamental core competence, you will also begin to form a connection with classmates creating a wealth of opportunities and advancing your own personal growth.

As a Health Sector Stream student you will have access to an exclusive mentorship program where you will be partnered with a successful manager in the health sector. Mentors will provide invaluable advice and guidance on student's future development.

1 IN 4 IVEY ALUMNI HOLD THE TITLE OF CHAIR, PRESIDENT, CEO, VICE-PRESIDENT OR MANAGING DIRECTOR/PARTNER IN HIS OR HER COMPANY.

1-TO-1 CAREER MANAGEMENT

Ivey students benefit from a highly individualized approach to **career management** counseling. A relationship manager, focused on the needs of the health sector will provide one-on-one coaching to each student, including but not limited to, resumé assessment, mock interview training and communication of placement opportunities.

“We heard from dozens of high-profile guest speakers and had access to them one-on-one after each session. We leave with a strong network of industry contacts, peers and alumni coupled with unwavering support from administration.”

- Kyle Chow, MBA 2005

SETTING THE AGENDA

Graduates of the Ivey MBA Health Sector Stream will:

- become leaders in healthcare, utilizing the latest in managerial techniques
- recognize the challenges facing governments and public sector organizations as they struggle with increased demand for healthcare services and providing cost effective care
- be challenged to think of new solutions to address the substantive issues facing public and private healthcare delivery in Canada
- understand the existing challenges and opportunities confronting private sector companies
- be knowledgeable about best practices used to address the challenge of knowledge translation
- be familiar with the latest technologies in industry including biotechnology, nanotechnology and information systems



YOUR IVEY EXPERIENCE BEGINS NOW

IF YOU ASPIRE TO LEAD, COME TO IVEY

The Ivey MBA Health Sector Stream is not for everyone. Enrollment is limited to those with the desire to make a difference. By interacting and learning with the best in Canada, you will be better prepared to achieve your career goals in the health sector.

The ideal applicant for this stream will have an academic or professional background in the life sciences. Three broad groups are being targeted:

- Healthcare Professionals: those with private or public industry experience in the health sector
- Doctors: those who are enrolled in the residency program or are physicians in leadership positions
- Post-Doctoral: those who have recently completed a PhD in the life sciences and may be currently doing post doctoral studies

APPLY NOW

Begin your leadership development today. Visit www.ivey.uwo.ca/mba and send us your resumé or a risk-free assessment.

Applicants to the Health Sector Stream will only be considered if they have been accepted into the Ivey MBA program

To apply to the Health Sector Stream simply indicate your desire on your MBA application and answer the required essay question.

CONTACT US

For more information on the Ivey MBA Health Sector Stream

please visit www.ivey.uwo.ca/health

Email: iveyhealthsector@ivey.ca





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