

Innovation in Healthcare Management Certificate



Overview

Healthcare has experienced enormous leaps of innovation over the past several decades with advances in technology such as artificial intelligence, better therapeutic options, and improved diagnostics due to breakthroughs in data analysis and health informatics. The majority of this innovation has been focused on the development of new drugs, medical devices, diagnostic procedures, and therapies — now is the time to bring the delivery of healthcare services up to par with the modern world. An innovative mindset in healthcare is needed to improve quality, enhance the patient experience, reduce harm, improve access, increase efficiency, eliminate waste, and lower costs.

The Executive Certificate in Innovation in Healthcare Management empowers healthcare industry professionals — from senior executives to aspiring managers — to foster effective, innovative environments and deliver results from new innovations.



Online



On Demand

\$2,995

Certificate

Start

Apr, Jul, Oct, Jan

Thunderbird School of Global Management
**#1 Master's in
management**

— Latest THE/WSJ Ranking

WSJ



**#1 in the U.S.
for innovation**
ASU ahead of MIT and Stanford

— U.S. News & World Report, 7 years, 2018–2022



Who should attend?

- Executive leadership
- Mid-to senior-level managers
- High-potential management candidates

Learning outcomes

- Describe key trends in the healthcare industry
- Recognize key environmental constraints impacting healthcare providers and healthcare service companies
- Identify opportunities for innovation in the healthcare industry
- Apply and summarize effective validation strategies for healthcare innovations

Curriculum

- **Megatrends in Healthcare**
- **Ideation Best Practices**
- **Effective Validation**
- **Understanding Resource Constraints**
- **Planning for New Innovations**
- **Creative Value Advantages**
- **Winning Adoption for New Ideas**
- **Delivering Rapid Results**



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