



Executive Leadership Programme for Founders & CEOs of Hospitals



Become a

*Certified Hospital
Management Professional™*

**Admissions of
Batch III are Open!**

**Application
Oriented Course
Supporting the Growth &
Innovation in Hospitals**



HOSPITAL

Some of India's largest hospital chains started with just one or two beds, growing to become world-renowned leaders in healthcare.

**Discover the secrets
behind their incredible
journey here!**



Faculty



Dr. Rajendra Pratap Gupta
Chairman,
Academy of Digital Health Sciences



Dr. Devi Shetty
Chairman & Executive
Director, Narayana Health



Dr. B S Ajaikumar
Executive Chairman,
HealthCare Global Enterprises Ltd.



Dr. Krishna Reddy
Co-Founder,
CARE Hospitals



Dr. K. Madan Gopal
Advisor – Public Health
Administration, NHSRC – MoHFW,
Government of India



Mr. Bhavdeep Singh
Former CEO, Fortis Healthcare;
Founding Partner, WHA Partners &
Whitehawk Associates LLC



Dr. Manivannan Selvaraj
Founder & Managing Director,
Kauvery Group of Hospitals



Mr. Ratan Jalan
Managing Director,
Medium Healthcare Consulting



Dr. Harvey Castro
CEO & AI Innovator,
SpeakerPlus AI & HelpAI

Faculty



Dr. Vivek Desai

Managing Director,
Hosmac India Private Limited



Dr. Dhruv Joshi

Co-Founder & Global CEO,
Cloudphysician



Commander Navneet Bali

Chief Executive Officer,
Clearmedi Healthcare Pvt. Ltd.



Ms. Soma Pandey

Former Global Lead- Talent
Management, Cognizant



Mr. Olli Rundgren

CEO & Founder,
Psyon Games



Dr. Shuchin Bajaj

Founder Director,
Ujala Cygnus Healthcare Services



Mr. Ayanabh DebGupta

Co-Founder & Joint MD,
Medica Hospitals



Mr. Mudit Dandwate

Co-Founder & CEO,
Dozee (Turtle Shell
Technologies Pvt. Ltd.)

To view more, visit: <https://digitalhealth.ac.in/faculty/>



Learn from the most successful Hospitals CEOs and Founders

Module 1

Founders' Module:
Governance For Leadership

Module 2

Finance – Growth:
Optimisation & Expansion

Module 3

Economies of Scale:
Re-imagining Hospital
Infrastructure & Services

Module 4

Economies of Scope:
Human Resources as a
Competitive Advantage

Module 5

Clinician Engagement,
Patient Centricity &
Quality: Customers as
Marketers

Module 6

Future-Ready Hospital:
Operating in a Digital Age
with Technology as a
Profit Centre

Module 7

Operations & Marketing:
Service Marketing in the
Digital Age

Every lecture will give you an idea/solution to implement!



Vision

Transform Small Hospitals into SMART Hospitals to be the preferred choice for patients

Why this course?

In India, more than 80 percent of healthcare is provided by hospitals with less than 100 beds and yet, they face multiple challenges.

Academy of Digital Health Sciences in collaboration with Indian Institute of Management- Raipur has launched the first-of-its-kind course for the Founders and CEOs of Micro, Small and Medium Hospitals to enable them to be the preferred care service provider for patients.

This first-of-its-kind “execution focus”, immersive programme is designed to enable healthcare systems where we have many sustainable Small Health Care Organizations reaching the remotest parts of the country providing quality care that is affordable, accessible, and accountable.

Our aim is to convert ‘Small Health Care Organizations’ to ‘Smart Health Care Organizations’ and compete with the big and the best.

Course Reviews from Alumni



Overall the program has given us completely new insights into our understanding of hospitals. The program has been structured very well. Most of the guest lectures are very insightful and practical. The lectures are highlights of the program.

Dr. Devender Singh

Chief Cardiothoracic and Transplant Surgeon, Baroda Heart Institute, Vadodara

Dr. Keerthi Prathi

Proprietor & Dental Surgeon,
AUM Badrinath Dental &
Physiotherapy Clinic

The MSMH course is an excellent learning program. It not only covers the basics but also connects them with contemporary examples, demonstrating their real-world application. While studying, it initially feels straightforward, but as you delve into each PPT, video, and article, you realize there's much more to learn and implement. The concepts are presented in a simple, interconnected manner, making the learning process engaging and insightful.

I am deeply grateful to the organizers of the Executive Leadership Program for Hospital Founders & CEOs for designing and delivering such an insightful and empowering course. As an Intensivist at AIMS Hospital, Vijayawada, I found the program exceptionally valuable in enhancing strategic thinking, leadership vision, and healthcare management acumen.

This program is a must for every healthcare leader striving to drive meaningful change in today's evolving healthcare landscape.

Dr. V. Nagamalleswara Rao

Chief Intensivist, AIMS Hospital,
Vijayawada

Hear from previous Batch Participants:
<https://digitalhealth.ac.in/testimonials/>

Course Structure

Duration

6 Months

Mode

Online Self-Paced Learning

Course Study Material

The course involves pre-recorded lectures, case studies, live interactions, and immersive workshops at IIM Raipur

Assessment & Evaluation

Quizzes and Case Studies



Eligibility Criteria

This course is for Founders, CEOs and Senior Management of Hospitals

Selection Process

For admissions, profiles will be reviewed and there will be direct interaction with the Academic/ Admissions team.

Fee Structure

INR 3 Lacs (inclusive of all)*

USD 5,500 (inclusive of all)*

**Executive Alumni fees of IIM Raipur, 3-day contact programme at IIM Raipur Campus & applicable taxes*

Kindly note that participants will have to arrange for their own boarding and lodging.

For government professionals, army officials and bulk enrollment, write to us at:

office@digitalacademy.health

Academic Calendar

Month 1 & 2

Module 1: Founders' Module: Governance For Leadership

Month 3

Module 2: Finance - Growth: Optimisation & Expansion

Month 4

Module 3: Economies of Scale: Re-imagining Hospital Infrastructure & Services

Module 4: Economies of Scope: Human Resources as a Competitive Advantage

Month 5

Module 5: Clinician Engagement, Patient Centricity & Quality: Customers as Marketers

Month 6

Module 6: Future-Ready Hospital: Operating in a Digital Age with Technology as a Profit Centre

Module 7: Operations & Marketing: Service Marketing in the Digital Age

Programme Chair



Dr. Rajendra Pratap Gupta

**Chairman,
Academy of Digital Health Sciences**

Dr. Rajendra Pratap Gupta is a global healthcare leader with vast experience in policymaking. He has been involved in major global initiatives on health and holds several key positions in the health arena. He has played a key role in organizations working on Digital Health and has led many path-breaking initiatives in the field of healthcare. He is the founder of Academy of Digital Health Sciences, an SBU of Digital Health Associates Private Limited- an Organization committed to making healthcare affordable, accessible and accountable to the masses. He has served on the board of GNRC hospitals and healthcare organizations across USA, Europe and India. Dr. Rajendra was invited by the Prime Minister's office of Bangladesh to draft the AI policy.

He is the former advisor to the Union Health Minister, Government of India, and played a key role in drafting of the National Health Policy-2017 and National Education Policy-2020. He was nominated by the World Economic Forum on the Global Agenda Council and recognized for his global contribution to healthcare by the Sheriff of Los Angeles. In 2018, he was conferred the 'Global Impact Award' by the Personal Connected Health Alliance (A HIMSS Organization), at Boston. He was interviewed and quoted by Harvard Business Review. He was also invited by the National University of Singapore to deliver a TEDx talk.

Dr. Rajendra is the Chair of the Commonwealth AI Consortium for Capacity Building; member of the Guidelines Development Group (Digital Health), Global Roster of Experts in Digital Health & a member of the Telehealth Working Group at the WHO; Chairman of the Management Board- International Society for Telemedicine & eHealth (ISfTeH); Member of the Steering Committee of the Global Digital Health Index; Member of the World Economic Forum Expert Network & Chairman of the Dynamic Coalition on 'Digital Health' at United Nations Internet Governance Forum. He has co-authored the Global eHealth Diffusion report (WHO) & is the chairman of the national committee for developing guidelines & standards for Digital Health. He has authored two global best selling books on healthcare, one of them titled 'Digital Health – Truly Transformational', which is now the international course book for Digital Health in Germany. He holds a Masters degree in Innovation & Change Management and a PhD in Public Health.

Director-in-charge, IIM Raipur



Prof. Sanjeev Prashar
Director-in-charge,
Indian Institute of Management Raipur

Presently working as a Professor in the area of Marketing and as the Director in charge of IIM Raipur. He has held the position of Dean – Academics from December 2018 to June 2022 at the Indian Institute of Management Raipur, India. Presently working as Professor in the area of Marketing and Dean – Academics with Indian Institute of Management Raipur, India, Sanjeev Prashar has thirty-five years' academic experience of teaching Postgraduate Management courses, corporate training and consulting. He has taught courses like Marketing Management, Sales Management and Rural Marketing at various prominent business schools in India.

Prof. Sanjeev Prashar has attended Global Colloquium on Participant-Centered Learning on Teaching through Case Studies Method at Boston, the US (2014) and Leadership and Management Development in Institutes and Universities at Birmingham, the UK (2016). He has also been a Visiting Fellow at University of Kelaniya, Sri Lanka, (Department of Commerce and Financial Management). Prof. Sanjeev Prashar has more than thirteen thousand hours of training experience with prominent business establishments, government institutions and agencies, not-for-profit organizations and academic institutions. He has handled more than 80 instruments / tools in Selling Skills, Case Writing Methodology and Behavioral Area under different domains, with clients as diverse as multinational and national corporations, government agencies, NGOs etc., in the last 25 years. To his credit, he also has multiple consulting assignments in the area of Marketing and has mentored a large number of business entities including startups.

Winner of Rotary Youth Leadership Award for Rotary International Districts 3050 and 3090 (1997), he has also travelled extensively for academic assignments, including the US, Germany, Japan, Malaysia, Singapore, the UAE, the UK, Bahrain, Sri Lanka, Pakistan etc.

Course Directors



Ms. Mevish P. Vaishnav

**President,
Academy of Digital Health Sciences**

Ms. Mevish P. Vaishnav is a senior healthcare professional. She has served as Vice President of the largest publicly listed hospital chain in cancer care. She also served on the standards committee for Digital Health across two ministries, and has been invited by the Ministry of Health and Family Welfare, and the Parliamentary Standing Committee on Health and Family Welfare, Government of India. Mevish has led Innovation Working Group Asia (Set up by the UN Secretary General's office) to draft the "Roadmap for Telemedicine". She was the National Coordinator for the Personal Connected Health Alliance, an initiative of HIMSS. She has led one of the largest National Health Awareness Program (NHAP) in the NCR region, with 78000 school children. Mevish serves as a board member with various not-for-profits, has authored articles in various publications, and has been invited as a speaker in India and abroad.

Passionate about women's health and safety, she initiated and hosted a major program at the Rashtrapati Bhawan with the Hon'ble President of India as the chief guest on International Women's Day, 2018. By invitation of the United Nations - Commission on the Status of Women (CSW 63), Mevish attended the meeting at the United Nations Headquarters in New York in March 2019. She is leading the campaign 'Women for Digital Health' at Health Parliament (An SBU of Digital Health Associates Private Limited). Currently as the President of Digital Health Associates Private Limited, she leads various initiatives on policy, capacity building and adoption of Digital Health. She is also the Vice President of the Government Industry Dialogue- an initiative that bridges the divide between the government and the industry. Mevish is a science Graduate and holds an Executive MBA in Healthcare Management.

Course Directors



Dr. Jigyasu Gaur

**Professor,
Indian Institute of Management Raipur**

Dr. Jigyasu Gaur has over 15 years of academic experience. He has received several awards including the Emerging Economies Doctoral Student Award (EEDSA) 2012 from the Production and Operations Management Society (POMS), USA. He was a visiting scholar at the University of Memphis, USA during 2011–2012. His area of research is supply chain management, circular economy, remanufacturing, sustainability, among others. He has published research papers in reputed journals, including Omega, Journal of Cleaner Production, International Journal of Production Research, Journal of Business Research, Annals of Operations Research, and Journal of Strategic Marketing. He teaches courses such as Operations management, Supply chain management, Reverse supply chain, Managerial statistics, and Business research methods.



Dr. Sandeep S.

**Assistant Professor,
Indian Institute of Management Raipur**

Dr. Sandeep S is an Assistant Professor in the strategic management area of the Indian Institute of Management Raipur. His primary research interest is in the field of international business, especially the internationalization strategies of emerging market multinationals (EMNEs) with a particular focus on Indian MNEs. His research explores how diverse theories of organization, international business economics, and economics geographies can be applied to explain the international business strategies of multinationals from emerging markets. He is also interested in the micro-foundational aspects of business strategies especially the role of the board of directors and TMTs in the internationalization strategies of MNEs. His research works are not limited to but include the competition in emerging markets, heterogeneity of institutional environments and its impact on internationalization strategies, and the impact of clusters or agglomerations on the internationalization of EMNEs. He is also interested in the sociology of organizations. His papers have appeared in the Journal of business research, journal of organizational change management.



Learn from the Industry Stalwarts





Scan to Enroll

Course Commences in the 4th Week of March 2026



Building Business Owners



iimraipur



school/indian-institute-of-management-raipur



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