

CERTIFICATE IN  
**INTERNATIONAL  
HEALTH CARE MANAGEMENT**



UNIVERSITY OF COLORADO DENVER



 ON CAMPUS +  ONLINE

 Executive MBA  
in Health Administration  
BUSINESS SCHOOL  
UNIVERSITY OF COLORADO DENVER

# INTERNATIONAL HEALTH CARE MANAGEMENT

Now is the time to expand your horizons and develop competencies to enter the globalizing world of health services management.



## ABOUT THE PROGRAM

Looking for an international career in health care management or policy? With the increasing globalization of health services, health management consulting, insurance and health IT products, there's never been a greater need for new health management-related educational offerings with an international orientation.

The Executive MBA in Health Administration program at the University of Colorado Denver—a top ranked program in the U.S.—is offering a new Certificate in International Healthcare Management. The certificate program is designed to provide students with necessary information and tools to move into international health services and related industries. The four-course program will offer a stand-alone certificate; students enrolled in the Executive MBA program can apply the coursework toward their degree as well.

Top international health faculty from various universities in the U.S. will be teaching in this first-of-its-kind program. The program's excellent and internationally-based advisory board will be recruiting internationally for students and seeking potential job placements for certificate

program graduates. The student body will include health services professionals such as physicians, nurses, CFOs, marketing directors and healthcare administrators.

Courses will start with a few days on campus in January and July and continue through nine weeks of online instruction per course. This format has proven to be very popular with our Executive MBA/Health Administration students. It allows students to work full-time while working through their course work. Also, students will be learning from one another through online interdisciplinary team work.

## OUR COURSES

The four courses in the certificate program are: Introduction to International Health (January), Pharmaceutical Marketing (July), Supply Chain Management (January) and International Health Finance (July). Also, we expect to develop an International Health Travel/Study course option. All courses are 3 credits hours and the cost is \$1,062.50/credit or \$12,750 to complete the certificate. It is possible to take two courses per semester, and students can take a course or two without having to complete the full sequence of courses for the certificate.



### Introduction to International Health

Instructor: Dr. Blair Gifford  
*University of Colorado Denver*

This case-based course introduces key concepts of globalization relative to three key issues: comparative health systems, international public health, and international health management. Students will learn about worldwide health system approaches in industrialized, developing and transitional nations, as well as the sustainable development of community health. Students will also consider the difficulties that venturesome health organizations might have in expanding product lines into international markets, and some key strategies that are being used to enhance their success. Overall, students will deepen their knowledge of international health developments.

### Pharmaceutical Marketing

Instructor: Dr. Leah Vriesman  
*University of California–Los Angeles*

A further exploration of marketing principles as they specifically relate to the pharmaceutical and biotechnology industry. The four main areas of focus will include: 1) marketing research, 2) product management, including examining patent-protected, generic and competitive drugs by lifecycle, their interface with other corporate functions such as R&D and sales/promotion, regulatory issues, and greater health care environmental issues such as third-party payers and global competition; 3) sales management, including the sales force make-or-buy decision, structuring via territory, quotas, motivation, evaluation and account management; and 4) emerging technologies as direct-to-consumer and e-commerce grow more influential.

### Supply Chain Management

Instructor: Dr. Gene Schneller  
*Arizona State University*

The course focuses on progressive practices pertaining to manufacturers, distributors, providers and integrated networks. Topics to be covered include: 1) information flow; 2) organizational dynamics including culture, leadership,

## SAMPLE SCHEDULE



ON CAMPUS



ONLINE

January	Introduction to International Health	9 weeks
July	Pharmaceutical Marketing	9 weeks
January	Supply Chain Management	9 weeks
July	International Health Finance	9 weeks

*Courses are 3 credit hours each for a total 12 credit hours.*

organizational structure, physician relations and change management; 3) metrics such as measurement of goals, cost reduction, supply chain goals vs. larger enterprise goals, and the use of reward incentives; 4) supply chain relationship management. This is a case-based course drawing on findings from leading integrated delivery systems throughout the world. Students will be expected to carry out a project pertaining to progressive practices in their own organizations.

### International Health Finance

Instructor: Dr. Joseph Coyne  
*Washington State University*

This course focuses on financial management as applied to international health organizations and providers. Students will apply the following financial analysis tools and techniques internationally through a case study approach: 1) working capital management and cash budgeting; 2) break-even analysis and contribution margin analysis using “what-if” scenarios; 3) pricing analysis techniques under different competitive conditions; 4) financial condition analysis using financial statements from international health care companies; 5) capital budgeting and cost of capital analysis techniques; 6) return on investment analysis techniques as applied to global health care investment ventures; and 7) financial forecasting of future cash flows. Students will apply these financial tools and techniques through case assignments and a class project to analyze the financial results of health providers serving global markets.



# INTERNATIONAL ADVISORY BOARD

## DIRECTOR:

### **Dr. Blair Gifford**

Professor of International Health Management  
*University of Colorado Denver*

## BOARD MEMBERS:

### **Dr. Charlyn Belluzzo\***

Managing Partner  
*Corso Partners LLC (Africa)*

### **Dr. Gordon Brown**

Former Health Administration Program Director  
*University of Missouri (Middle East)*

### **Dr. Maggie Cary\***

Director, Veterans Affairs Health System  
*Washington, DC (Europe)*

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Vice President, Caracas Clinic  
*Venezuela (Latin America)*

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Neonatologist in California (Australia/Southern Pacific)

### **Carolyn Lyons**

China health consulting expertise (Asia)

### **Dr. Eduardo Montana\***

Pediatric Cardiologist and Executive Director  
*Landmark Global Health Management (Latin America)*

### **Sylvia Pan\***

CEO  
*Beijing United Family Hospitals (Asia)*

### **Bernie Tobin**

Executive Director/Europe  
*Amgen Pharmaceutical (Europe)*

*\* Indicates an alumnus of the Executive MBA/Health program from the University of Colorado Denver*

## APPLICATION AND FURTHER INFORMATION

Application materials are available on our website.

### **INQUIRE:**

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