

## Kelley School to offer Business of Medicine MBA

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**Singapore:** To address the leadership needs of a rapidly changing healthcare system, Indiana University Kelley School of Business in Indianapolis has launched the Business of Medicine MBA to prepare practicing physicians nationwide to assume unprecedented management roles.

The specialized two-year program will begin in September 2013. It will be delivered as a hybrid “50 percent online and 50 percent through weekends in residence. This approach recognizes the demands on physicians' time. By combining residential and online experiences, students are assured the professional interaction central to a full MBA experience, while ensuring the program is accessible to physicians anywhere in the US. The new program will draw on Kelley's expertise in healthcare and life sciences, lean six sigma, consumer health behavior, supply chain, teaming and leadership. It will incorporate the longstanding and considerable experience of Kelley Direct, which was started in 1999 as the first online MBA

program from a top-ranked business school.

"Our Business of Medicine MBA bridges what has been the traditional divide between management and physicians on the front lines of care," said Ms Idalene Kesner , interim dean of the Kelley School of Business. "With this degree, physician leaders will emerge with the full skillset to transform individual institutions, the broad healthcare field and, most important, patient outcomes."

The Business of Medicine MBA incorporates a curriculum similar to the Kelley School's full- and part-time programs (eg economics, operations, supply chain management, statistical analysis/analytics, strategy, marketing, organizational development, accounting, finance), with the addition of specialized courses and electives. The curriculum centers on six healthcare themes – collaboration, innovation, analytics, transformation, optimization and sustainability – that address new types of clinical leadership and new business models.

The program will be taught by the Kelley School faculty, which is nationally recognized for functional expertise and experience across the healthcare continuum, including those from the school's respected Center for the Business of Life Sciences. "We believe this MBA stands apart not only for its curriculum but also in its uniting of physicians, professors and industry executives who are dedicated to tackling thorny issues in the nation's biggest industry," said Prof Vicki Smith-Daniels, professor of operations and supply chain management at Kelley and chairperson of emerging graduate programs. "We have been thoughtful and deliberate in creating this program because patients depend on us getting it right."

Information sessions will be held during April and May and the application deadline for the first class is July 1, 2013.