

## SCOPES AND OPPORTUNITIES OF HOSPITAL AND HEALTH MANAGEMENT EDUCATION - CAREER CHOICES FOR AYUSH GRADUATES IN INDIA

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**Abstract:** Hospital and Health management often called as Health care management that applies the tools and techniques of management to the field of health care or individually to hospital sector or public health sector. These educational programmes preferably require a prior understanding of hospital and public health issues but the same is not mandatory always. This is one of the major advantages with AYUSH graduates in India owing to their orientation in hospital and public health issues. Until recently majority of AYUSH graduates were limited to their own field of study with few exceptions in to the field of Hospital and Health Care Management. These days have witnessed a paradigm shift with the increase in information access, awareness about the job opportunities and a great degree of professional and personal satisfaction in this domain of work. This on the other hand led to a huge rush of these graduates into the field of Hospital and Health Care Management. The placement and job opportunities are much more because of the rapid expansion of health care industry in India with endeavors from public and private stakeholders. There has been a multimillion dollars investment by various national and international donor agencies, pharmaceutical sector, central and state governments and the development partners. In this context a review was made on the scopes and opportunities of Hospital and Health management education for AYUSH graduates in India.

**Keywords:** AYUSH graduate, Education, Hospital and Health Management, India, Opportunities, Scopes

### Introduction

AYUSH is an acronym for Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homeopathy. These are the six Indian systems of medicine prevalent and practiced in India and some of the neighbouring Asian countries with very few exceptions in some of the developed countries. In fact India is the only country to legalize these six indigenous systems of medicine parallel to modern/allopathic system of medicine. All these six systems of medicine have got a formal education system in their respective disciplines in various states across the nation. These institutes provide UG, PG and even PhD programmes in different disciplines across the pathies/systems. As on 1-1-2010 there were 785185 registered AYUSH doctors in India.

During 1980-2010, an average annual growth rate of 2.5% had been observed in number of AYUSH doctors with a maximum growth rate of 11.8% had been recorded in 2000 (Dept. of AYUSH, 2013). Until recently majority of AYUSH graduates were limited to their own field of study with few exceptions into the field of Hospital and Health Care management. The reason might be lack of awareness, unavailability of suitable job opportunity or a sense of insecurity in a relatively new and offbeat domain of work. But these days have witnessed a paradigm shift with increase in the information access, awareness about the job opportunities and a great degree of professional and personal satisfaction in this domain of work. This on the other hand led to a huge rush of these graduates in to the field of

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Hospital and Health Care management. These graduates have found themselves comfortable in this sector owing to their acceptance in the same, be it public or private. Besides public sector openings health care industry in India is booming by leaps and bound which requires a lot of professionals in the field of Hospital and Health Care management. It is needless to mention here that both the public and private sectors have laid emphasis on AYUSH graduates identifying their skills and potential in terms of their educational training, experience and exposure and given preference in recruitment in comparison to general graduates. This is because of their better insight about health system, hospital and medical issues in India. The present document gives a detailed insight about Hospital and Health Care management career choices in terms of educational, career opportunity and challenges in an Indian context.

#### **Understanding Hospital and Health Care Management:**

Hospital and Health management often called as Health care management which applies the tools and techniques of management to the field of health care or individually to hospital sector or public health sector. In a broader sense hospital management prepares students for leadership roles in hospital sector through training in planning, operational and project management of hospitals including orientation in managerial aspects of clinical and support service departments. This also imparts training in managing financial, material and human resources as well as planning and managing information system in hospital settings. Similarly a health management programme prepares to take up managerial positions with the Govt. health service system specifically in the national health programmes, the NGO sector and community based health programmes by building capacities in planning, implementing, monitoring and evaluating those programmes. It also orients the students to the macro issues relevant to health policy and programming in the country.

#### **Health Care Industry in India**

The Indian health care industry has witnessed a massive spurt in health care spend and is expected to reach US\$100billion by 2015 from the current ~US\$65 billion in 2012, growing at a compound annual growth rate (CAGR) of 20% a year. A brief account of various segments of health care industry with their growth potential is described below.

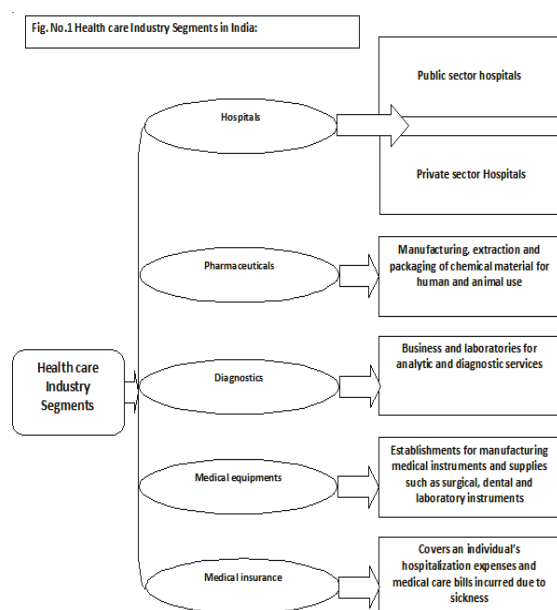
**Indian Hospitals Industry:** The hospital segment holds a major share of the healthcare industry and is outpacing the overall industry growth. The size of the private hospital industry in India is estimated to be around US\$25billion as per the Associated Chambers of Commerce and Industry (ASSOCHAM) and growing at a CAGR of 20%.

**Indian Health Insurance Industry:** The Indian Health Insurance industry is currently pegged at US\$3billion and is expected to reach around US\$13billion by 2020, growing at a CAGR of around 20%. Health insurance accounts for 20% of the total general insurance industry in India and has been growing at a CAGR of 18-20% for the last few years.

**Indian Pharmaceutical Industry:** The Indian Pharmaceutical industry is currently valued at US\$20 billion and has been growing at a CAGR of 15.37% in past three years. It is the third largest market globally in terms of volume and 13th largest by value today. The domestic pharmaceutical market is expected to grow at a CAGR of 15-20% annually to become a US\$49 billion market by 2020 (**Dinodia Capital Advisors, 2013**). (Figure-1)

#### **Educational Opportunities**

Looking at the institutes offering hospital and health management courses in India; a total of fifty-one institutions are identified which offer courses on hospital and health management and an approximately 2500 students would be produced every year based on the yearly intake of students in these institutions (**Kavya Sharma et al., 2010; Kavya Sharma et al., 2011**).



A list of some of the institutions offering courses on hospital and health management is tabulated in **table 1 and 2**.

### Career Opportunities

This is an exciting time for healthcare management. Healthcare is changing more rapidly than almost any other field. The placement and job opportunities are much more because of the rapid expansion of health care industry in India with endeavors from public and private stakeholders.

There has been a multimillion dollars investment by various national and international donor agencies, pharmaceutical sector, central and state governments and the development partners. A 23% of annual growth is estimated according to Yes Bank and an industry body report published in November 2009 (Kavya Sharma *et al.*, 2010; Kavya Sharma *et al.*, 2011). Although approximately 2500 professionals are produced every year but the demand assessment has projected that 20,000 professionals would be required based upon the country's present needs, that reflects the dearth of workforce capacity (Kavya Sharma *et al.*, 2010; Kavya Sharma *et al.*, 2011). As a part of job

responsibility and roles, healthcare executives can have an opportunity to make a significant contribution to improving the health of the communities their organizations serve. With growing diversity in the healthcare system, executives are needed in many settings, including:

- Clinics
- Consulting firms
- Health insurance organizations
- Healthcare associations
- Hospitals
- Nursing homes
- Physician practices
- Mental health organizations
- Public health departments
- Rehabilitation centers
- Skilled nursing facilities
- Universities and research institutions

An AYUSH graduate choosing a career in healthcare management can enter the industry as an entry- to mid-level management position in a specialized area, such as:

- Finance
- Government relations
- Human resources
- Information systems
- Marketing and public affairs
- Material management (purchasing of equipment and supplies)
- Medical staff relations
- Nursing administration
- Patient care services
- Planning and development (American College of Health Care Executives, 2013)

### Conclusion

AYUSH graduates can definitely find this field both interesting as well as challenging. Apart from their own field of study if these graduates are involved in careers related to Hospital and Health care management probably opportunities won't be a problem for the right one. In one of the study conducted in two Ayurveda colleges of Odisha it was found that 70% of AYUSH graduates are interested in pursuing a career in

**Table 1.** Institutes offering Hospital and Health Management courses through regular mode in India accepting AYUSH Graduates for admission: (Internet based Google Search engine)

Sl No.	Name of the Institute	Courses Offered	Duration	Eligibility*
<b>Hospital and Health Management</b>				
1	Indian Institute of Health Management Research- Jaipur	PGDHM (Hospital / Health / PGDPM Pharma / Rural PGDRM Management), FPM/PhD (Hospital & Health Management)	2 yrs 2 yrs 3 yrs	Yes Yes Yes **
2	Indian Institute of Health Management Research- New Delhi	PGDHM (Hospital / Health Management), PGDHM (Health care IT) PGDM (Health Informatics)	2 yrs 2 yrs 2 yrs	Yes Yes Yes
3	Indian Institute of Health Management Research- Banglore	PGDHM (Hospital Management), PGDHM (Health Management)	2 yrs 2 yrs	Yes Yes
4	Tata Institute of Social Science, Mumbai	MHA (Hospital) / MHA (Health)	2 yrs	Yes
5	Symbiosis International University, Pune	MBA (Hospital & Health Care Management)	2 yrs	Yes
6	Goa Institute of Management, Goa	PGDM (Health Care)	2 yrs	Yes
7	Devi Ahalya University, Indore	MBA (Hospital and Health care Management)	2 yrs	Yes
8	Jamia Hamdard University, New Delhi	MBA (Hospital and Health Management)	2 yrs	Yes
9	Prin. L.N. Welingkar Institute of Management Dev. and Research, Mumbai	PGDM (Health care)	2 yrs	Yes
10	Institute of public enterprise, Hyderabad	PGDM (Hospital and Health Management)	2 yrs	Yes
11	Synergy School of Business, Hyderabad	PGDM (Pharma/Health Care Management)	2 yrs	Yes
12	TA PAI Management Institute, Manipal	PGDM (Health Care)	2 yrs	Yes
13	IIBR, Pimpri, Pune	PGDM (Health Care/Hospital Management)	2 yrs	Yes
14	Guru Nanak Business School, Hyderabad	PGDM (Health Care Management)	2 yrs	Yes
<b>Hospital Management</b>				
1	Mahatma Gandhi University, Kerala	MHA (Hospital)	2 yrs	Yes
2	Datta Meghe Institute of Medical Sciences, Nagpur	MHA&M (Hospital)	2 yrs	Yes
3	Padmashree College of Hospital Administration, Bangalore	MHA (Hospital)	2yrs	yes
4	Institute of Business and Computer Studies, BBSR	MHA (Hospital)	2 yrs	Yes
5	Apollo Institute of Hospital administration, Hyderabad	MHM (Hospital)	2.5 yrs	Yes
6	Academic Staff College of India, Hyderabad	PGDHM (Hospital)	2 yrs	Yes
7	Aurora's Business School	PGDM (Hospital Management)	2 yrs	Yes
<b>Health Management</b>				
1	Indian Institute of Public Health- Delhi	PGDPHM ( Public Health Management)	1 yr	Yes
2	Indian Institute of Public Health (IIPH) Bhubneswar	PGDPHM ( Public Health Management)	1 yr	Yes
3	IIPH -Gandhinagar	PGDPHM ( Public Health Management)	1 yr	Yes
4	IIPH -Hyderabad	PGDPHM ( Public Health Management)	1 yr	Yes
5	SRM School of Public Health, Channai,	MPH (Health Management)	2 yrs	Yes
6	Institute of Public Health, Bangalore	MPH (Health System Management)	2 yrs	Yes
7	Pravara Institute of Medical Sciences, Loni, Ahmednagar, Maharashtra	PGDHME (Health Management and Epidemiology)	1 yr	Yes

\*Status for AYUSH Graduates      \*\*with a masters degree in any of the related discipline.

**Table 2**, Some of the Institutes Offering Hospital and Health Management Education through Distance mode accepting AYUSH Graduates for admission (Internet based Google Search engine)

Sl. No.	Name of the Institute	Courses Offered	Duration	Eligibility *
1	ICFAI University, Tripura	MHA (Master of Hospital Administration)	2 yrs	Yes
2	Allagappa University, Tamilnadu	MBA (Hospital Management), PG Diploma in Hospital Administration	2 yrs/1yr	Yes Yes
3	Madurai Kamaraj University, Madurai, Tamilnadu	MHM (Master of Hospital Management)	2 yrs	Yes
4	Annamalai University, Tamilnadu	MBA (Hospital Management)	2 Yrs	Yes
5	Acharya Nagarjuna University, Guntur, Andhrapradesh	MBA (Hospital Management)	2 yrs	Yes
6	University of Madras, Institute of Distance Education, Chennai, Tamilnadu	MBA (Hospital Management)	2 yrs	Yes
7	Sikkim Manipal University, Distance Education, Manipal	MBA (Health care Services Administration) PG Diploma in Health Care Services Administration	2 yrs 1 yr	Yes Yes
8	Bhartiyar University, Tamilnadu	MBA (Hospital Management)	2 yrs	Yes
9	Karnataka State Open University, Mysore, Karnataka	MBA (Hospital Management)	2 yrs	Yes
10	Vinayak Missions University, Salem, Tamilnadu	MSc (Hospital Administration)	2 yrs	Yes
11	OASIS Institute of Health Science and Research Center, Pune, Maharashtra	MBA (Health Care) PG Diploma in Hospital and Health care Management	2 yrs 1 yr	Yes Yes
12	Indian Institute of Commerce & Trade, LKO	MBA (Hospital Management)	2 yrs	Yes
13	Punjab Technical University, Punjab	MBA (Hospital Administration)	2 yrs	Yes
14	Indian Institute of Pharmaceutical Marketing, Lukhnow, UP	MBA (Hospital Administration), PG Diploma in Hospital Management, Advanced Dip. in Hospital Management	2 yrs 1 yr 6 months	Yes Yes Yes
15	Indira Gandhi National Open University, New Delhi	MBA (Hospital Management) PG Dip.in Hospital and Health Management PG Diploma in District Health Management	2 yrs 1 yr 1 yr	Yes Yes Yes
16	Med varsity Online Ltd, AHERF, Hyderabad	PG Diploma in Hospital Operation Management	1 yr	Yes
17	Institute of Clinical Research India, Delhi	PG Diploma in Health Care Management	1 yr	Yes
18	National Institute of Health and Family Welfare, New Delhi	PG Diploma in Hospital Management, PG Diploma Health and F.W Management	1 yr 1 yr	Yes Yes
19	MP Bhoj Open University, Madhyapradesh	PG Diploma in Hospital Management	1 yr	Yes
20	All India Institute of Local Self Governance, Mumbai	PG Diploma in Hospital and Health management	1 yr	yes
21	Symbiosis Center for Health Care, Pune, Maharashtra	PG Diploma in Hospital and health care management	1 yr	yes
22	North Odisha University, Baripada, Odisha	PG Diploma in Hospital Management	1 yr	Yes
23	BITS, Pilani	MPhil (Hospital and Health care)	2 yrs	Yes

\*Status for AYUSH Graduates

public health and related areas (Janmejaya Samal *et al.*, 2013). Recently with the emergence of NRHM AYUSH doctors are also actively involved in public health practice (Janmejaya Samal, 2012). Unlike the MBBS graduates who have got specific guidelines for admission in to some of the premier institutes like AIIMS, PGI Chandigarh for Master of Hospital Administration; Diplomat of National board for DNB in Hospital and Health care management; MAHE for MD in Hospital Administration and NIHFV for MD in Community Health Administration AYUSH graduates unfortunately do not have specific guideline for hospital and health management career choices from Government of India and there is no specific institute which accepts only AYUSH graduates for admission. With the initiation of NRHM AYUSH graduates trained in Health care management can find opportunities in various positions and they can opt for these courses in any institute where MBBS is not a mandatory admission criterion. At this juncture it won't be unwise and unjustified to appeal to initiate some of the interdisciplinary centers at national level in some of the premier AYUSH institutions with either residentship or self financing mode which would cater to the growing demand of these workforces. These centers could be mainly interdisciplinary which would carry

out research in domains like public health, Hospital and Health Care Management and Clinical Research introducing both the general subject matters as well as the interdisciplinary issues.

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