Advanced Management Programme on Health Innovation

AMP-HI 2018
London | Copenhagen | Barcelona
Advanced Management Programme on Health Innovation
EIT Health is a powerful alliance that aims to promote and accelerate entrepreneurship and innovation in healthy living and active ageing, providing Europe’s top talents with new opportunities and resources for the benefit of all citizens.

EIT Health brings together leading healthcare companies across multiple industry sectors, public and private research centres, top universities and health providers, with a clear mission.

The essential goals of EIT Health are to offer answers to future challenges of healthcare, thus strengthening the European healthcare industry while supporting people in maintaining and managing their health.

EIT Health is guided by the understanding that the societal challenges do not only present a risk but also provide a multitude of new opportunities of knowledge and networks are fully leveraged across all health-related sectors and new ideas are rapidly turned into solutions.

Since 1958 IESE Business School has been committed to developing exceptional leaders who aspire to have a deep positive and lasting impact on people, firms and society. IESE's humanistic approach puts the participants on their programs at the centre of the learning experience with a focus on their personal and professional development.

Healthcare is one of the industries where IESE is seeking a transformational impact through managerial capacity building and the development of applied research.

At IESE, participants will hone their strategic leadership competencies within a global framework. IESE's top ranked programs and world class international faculty will help participants craft their strategies for sustainable growth and profitability, and acquire the vision to drive meaningful change across their organizations.

IESE Business School has been ranked #1 in the world for Executive Programs by Financial Times consistently in the last years. IESE is a core partner of EIT Health, with campuses in Barcelona, Madrid, Munich, New York and Sao Paulo.
As part of Imperial College London, a global leader in science and technology, we drive business advantage through the fusion of business and technology and an entrepreneurial mindset.

We combine innovative thinking and insight with new technology to develop practical solutions to real world issues, benefiting business and improving society.

Our world-leading research informs our postgraduate and Executive Education programmes and is sought by governments, policy-makers and global business leaders who often partner with us on research projects.

Executive Education programmes draw heavily on Imperial’s resources, intellectual assets and networks to develop strategic leadership and organisational capabilities. As part of Imperial’s overall mission, we are also committed to supporting scientific, research and development communities within governments and business. We develop programmes for world-leading companies and organisations, building long-term relationships with our clients.

Executive Education’s Impact Lab™ is an experiential approach to learning. It’s not just a physical space, it’s a philosophy that underpins all of our programmes. We believe that the experiential method to discovery in science has a lot to teach the world of executive development, combining an attentive and enquiring consulting approach with high-impact and innovative learning.

Imperial College London is amongst the 8 best universities in the world and the 4th in Europe in clinical, pre-clinical and health (Times Higher Education Ranking 2016).

In 2016 the world’s first full two years master’s program offered in health care innovation was successfully launched jointly by CBS and The University of Copenhagen offering up to 50 students per year a CBS MSc degree in Innovation in Health Care (IHC).

The Center for Health Management at Copenhagen Business School focuses on the changing conditions for management and task performance in the health care sector. Research is developed and conducted in close dialogue with the health care sector.
Making Innovation happen in health care

For any manager in the health sector there is no doubt that innovation is key to the future sustainability of his or her organization. Managers already face many challenges – changes in demographics, the explosion of new technology in the med tech, life sciences and digital sectors, the need to care for populations that enjoy longer lives but increasingly experience long term chronic diseases, the need for organizational and process innovations to not only improve quality and safety but also maintain affordability.

The future doesn't look stable, with new players entering the field, the context rapidly changing, new business models appearing, and demands from citizens and politicians increasing. It’s also widely held across healthcare that even though innovation is a priority, few managers believe they are doing a good job in actually managing it.

The Advanced Management Programme on Health Innovation (AMP-HI) allows seasoned professionals to engage in intense debate with top-tier colleagues and faculty members on the key issues affecting healthcare innovation and delivery today. By challenging each other, and sharing their knowledge and experience, participants gain new management insights and come away with stronger decision-making and implementation skills.

The experience is built on active learning methodologies. The case method will take your thinking to the next level, and interaction with our faculty members and peer-to-peer synergies will give you the broader global perspective, insights and framework you need to shape your organization’s future and drive its growth.

The AMP-HI takes a practical approach by examining real-world challenges in healthcare from a general management perspective with the full support of your peers and faculty.

The International Peer Network

The interaction and exchange of vision and views with other executives from leading health care providing institutions will help you think about your organization from a new perspective. The programme’s atmosphere of sharing and trust will allow you to forge enduring friendships and alliances that will go beyond the duration of the programme.

Reflect on your leadership

Take a step back and reassess your leadership qualities via intensive one-to-one coaching sessions with experts. You will be challenged to think outside your comfort zone, and identify what you do well and what you might do differently. This transformational experience will help shape a new direction for your own leadership and for the growth of your company or organization.
To change healthcare we must change how their leaders manage innovation, define strategies, take decisions and implement them. The programme is aimed at those leaders that can make this change happen, in particular, health sector senior executives (health providers, health professionals in leading roles, health authorities, health insurances) who hold CEO positions or those one or two levels from the CEO, with potential for career development in the organization and the industry. The programme is also targeted at policy makers and senior leaders from health industries (pharma, med tech, IT, etc.) who understand their important role as necessary agents in the innovation of the sector.

Executive Challenge

The executive challenge gives participants the opportunity to bring a relevant, real-time strategic, operational or personal business challenge to the programme and receive individual feedback and recommendations from a team of high-level peers. Participants tap into the knowledge, experience and networks of their teammates to develop an action plan. They also benefit from personalised support during preparation through a highly structured, facilitator-led problem-solving approach.

“Great for me, but I also learn a lot from the other executive challenges.”

“The best part as we use own experience and knowledge in healthcare and strategy.”

“One of the greatest parts of the course - sharing and coaching in a “safe” environment.”

“The value lies very much in the group expertise and knowledge”

“Relationships is the best part of this programme”

“The best part of the programme was the experience at meeting the other participants and learning from them both in and out of the classroom”

Networking and more

The programme offers many opportunities to forge meaningful connections with faculty at IESE Business School, Imperial College Business School and Copenhagen Business School Executive and with high-caliber colleagues in a close-knit, supportive environment. These range from serious business and career discussions to informal social activities that promote camaraderie in a casual, relaxed setting.

Senior executives from around Europe

A vision to share with high-caliber peers
A curriculum for personal and professional growth

Programme content

The AMP-HI guides you towards greater innovative and entrepreneurial thinking with respect to health services. As you develop a clearer vision of value creation within your organization, your capacity to fundamentally alter the nature of health care delivery will grow. The programme’s leadership development also sharpens your ability to spot healthcare challenges and opportunities, and help to foster an organizational culture of innovation to address them.

In-depth curriculum

The focus of the Advanced Management Programme on Health Innovation (AMP-HI) is to prepare leaders in the healthcare sector for the future and equip them with the knowledge they need to drive the development of new services and solutions. The learning space offered by this course is valuable to healthcare leaders from both the public and private sectors – senior managers, policy makers, and executives in healthcare provider institutions, in pharma and medtech companies, and in insurance companies and other funders.

Innovation is required throughout the system at different levels:
- the macro level (e.g. the relationship between citizens, health providers and funding institutions, decisions about coverage of population groups and services, models for financing healthcare, governance of the system);
- the meso level (organizational structures and relationships, process and procurement models, value-based care systems, mechanisms for supporting innovation in healthcare organizations);
- the micro level (the shift from care to prevention through behavioural change and incentivisation models, process reengineering and integration of different levels of care, design thinking approaches to improve the patient experience, the need patient-centred integrated care).

The three modules in the AMP-HI programme tackle the challenges at these three levels from different perspectives (policy maker, provider, finance, the industry supply chain). They take into account the different implementation horizons (short, medium and long term). The modules have been organized broadly around key stages in an innovation journey, from understanding the problems and challenges through ideation of solutions to implementation.

MODULE 1: London
Imperial College Business School campus
(25th-28th June 2018)

Understanding health challenges and how to deal with them through innovation. The first module explores the healthcare challenges of developed countries, the pressures they are facing, the responses that are currently being introduced and planned, their implications for different stakeholders, the similarities and differences between health systems in how they innovate, what seems to be working and what evidence there is, and the roles played by the different agents in the system. We also consider the possible future shocks to the system, such as those posed by changes in societal values, climate change, AMR, financial limitations, and shortages of talent.

MODULE 2: Copenhagen
CBS Executive campus
(10th-13th September 2018)

Ideating new solutions through innovation. The second module will take the insights developed in module one and move it to the ideation phase, that is, how we incorporate innovation – what is it, how can we create it, what are the challenges in managing it from different perspectives (policy, provider, finance, industry supply chain), what needs to be changed at the macro, meso and micro levels. We explore the possibilities created by digitalization, social data analytics, and the use of big and small data. We also present tested frameworks for the assessment of innovation and the measurement of performance.

MODULE 3: Barcelona
IESE Business School campus
(12th-15th November 2018)

Getting things done, implementing different types of innovations in practice. The final module focuses on innovation implementation. We discuss how systems and organizations can be managed to facilitate the deployment of innovation into mainstream practice, how to deal with competing pressures where there is high complexity, and how organizations bridge the gap from strategic ideas to successful implementation.

CROSS MODULE ACTIVITIES:

The programme will also include some activities that will run across modules, such as the Executive Challenge.

Note: Curriculum, structure, and faculty may be subject to minor changes.
Five reasons to join the programme

1. Raise your game
Hone your knowledge and strategic thinking about healthcare innovation. Learn to align your corporate strategies with the latest global trends, identify new opportunities for innovation and address your challenges more efficiently.

2. Exchange insight with others leaders
Gain new perspectives through interaction with senior executives from all over the world. The exchange of insight, experience and vision will empower you to persuade and collaborate with others more effectively.

3. Build a strong international network
The AMP-HI is built on interaction, collaboration and shared learning among participants, and between the participants and faculty. You build bonds with your peers and faculty which can develop to provide valuable business contacts and enduring friendships.

4. Reflect and improve your leadership style
Take a step back and revise what it means to lead. Observe your peers present ideas and convince teams to move into action. Your self-assessment can also enhance your decision making skills as you explore new ways for your institution to develop.

5. Learn with minimal work disruption
The programme is designed to adapt to the top executive busy timetables. Each module only requires four days out of the office. The modular format and the in-between the modules agenda give you time to implement key learnings and come back to discuss your experiences and address new topics.

An outstanding and approachable faculty

Antoni Davila
Professor of Entrepreneurship and Accounting
Ph.D. from Harvard Business School and MBA from IESE

Evgeny Káganer
Associate Professor of Information Systems
Academic Director for Learning Innovation
PhD in Business Administration from Louisiana State University

Núria Mas
Associate Professor of Economics.
PhD in Economics, Harvard University

Julia Prats
Professor of Entrepreneurship and head of Entrepreneurship department
PhD in Business Administration, Harvard University

Jaume Ribera
Academic Director, AMP-HI
Professor of Operations Management
PhD in Industrial and Systems Engineering, University of Florida

Magda Rosenmöller
Senior Lecturer in the Department of Production, Technology and Operations Management
PhD in Health Policy, University of London
An outstanding and approachable faculty

James Barlow
Professor of Technology and Innovation Management (Healthcare)
PhD from London School of Economics

Namrata Malhotra
Associate Professor in Strategy
PhD in Organisational Analysis, University of Alberta

Marisa Micaldi
Associate Professor in Economics
PhD in Economics York University

Ileana Stigliani
Assistant Professor of Design and Innovation

James Barlow
Professor of Technology and Innovation Management (Healthcare)
PhD from London School of Economics

Namrata Malhotra
Associate Professor in Strategy
PhD in Organisational Analysis, University of Alberta

Marisa Micaldi
Associate Professor in Economics
PhD in Economics York University

Ileana Stigliani
Assistant Professor of Design and Innovation

Rudi Westendorp
Professor Center of Healthy Ageing
University of Copenhagen
PhD from Leiden University

Allan Hansen
Professor Department of Operations Management
PhD from Copenhagen Business School

Carol Propper
Professor of Economics at Imperial College Business School
Professor of Economics of Public Policy at Bristol University

Franso Sassi
Professor of International Health Policy and Economics
Director of the Centre for Health Economics and Policy Innovation

Ileana Stigliani
Assistant Professor of Design and Innovation

Valentina Tartari
Assistant Professor Department of Innovation and Organizational Economics
PhD from Imperial College Business School

Finn Valentin
Professor Department of Innovation and Organizational Economics

Søren Brunak
Professor Research director Novo Nordisk Foundation Center for Protein Research, University of Copenhagen

An outstanding and approachable faculty
An innovative European partnership

Providing new insights and proven frameworks, the Advanced Management Programme on Health Innovation prepares top executives to face the demands of the evolving health care challenges—in Europe and beyond. The programme draws on the outstanding faculties of three top business schools to create an enlightening, academically rigorous, and highly practical learning experience.

The three partnering institutions, IESE Business School, Imperial College Business School and CBS Executive jointly offer the AMP-HI, which specifically addresses the business and innovation management challenges facing the top executives of healthcare institutions.

“What I have gained most is actually the knowledge exchange around the content with the various participants. I am able to draw from other executives about the experiences within their businesses or their contexts, and that really is an enabler for me.”

“For me the most important is to be updated in the new methods and the theory inside innovation in healthcare.”

“Everyone who has been a part of this programme I have been able to learn something from them.”

“The other thing that attracted me to the course was the content. This blended the domain knowledge of healthcare with business management, and that was really compelling for me.”

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Get started

The AMP-HI Admissions Committee thoroughly reviews all applications, which should be submitted at least four weeks before the programme starts.

**Admission Process**

- Online Application Form
- Candidate Selection
- Admissions Committee
- Application Approved
- Deposit to guarantee your place in the program

Deadline for application is 14th May 2018. Seats are reserved on a first come – first serve basis.

**Dates**

| Module 1 | LONDON, 25th-28th June 2018 |
| Module 2 | COPENHAGEN, 10th-13th September 2018 |
| Module 3 | BARCELONA, 12th -15th November 2018 |

**Programme Fee**

- Non-EIT Health: 14,000€
- EIT Health: 12,000€

The programme fee includes tuition, reading materials and most lunches.

Accommodation is not included.

The full tuition payment is due 45 days prior to the start of the programme. Cancellations received before the programme’s start are subject to a cancellation fee.

**Registration and Contact**

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