

# Certificate in Healthcare Analytics

*Use Analytics to Improve Quality, Cost, and Care  
in Your Healthcare Organization*



4-6 Hours per week



8 Weeks



100% Online



Price: \$2,995

**Leverage the Power of Analytics to Make Better-Informed Decisions**

The Graziadio School is accredited by the AACSB International (the Association to Advance Collegiate Schools of Business)

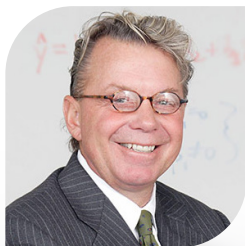
Pepperdine University is accredited by the WSCUC (Western Association of Schools and Colleges — Senior College and University Commission)

Participants earn 16 Continuing Education Units (CEUs) from Advancing Knowledge in Healthcare (AKH Inc.)

## Learn to Make Evidence-Based, Data-Driven Decisions

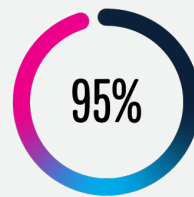
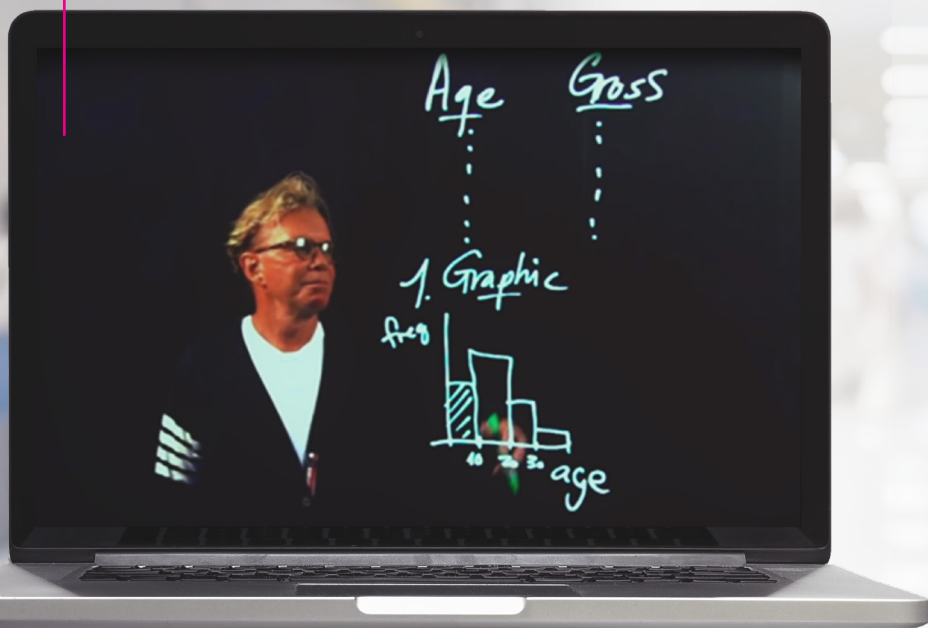
The Certificate in Healthcare Analytics program, co-developed by OpusVi and the Pepperdine Graziadio Business School, applies theory to real-world examples, enabling participants to be more informed consumers of healthcare analytics.

“To make a difference in your job, you don’t need to just swim around in data. You need to be someone who stops to ask the proper questions — do we have the correct data, is it valid, etc. This program teaches you to focus on, and avoid, also sorts of biases that enter into data analysis, and — in the end — make sure that the decisions you are making are truly driven by legitimate and valid data.”

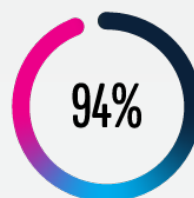


— **Samuel L. Seaman,**  
**PhD, MEd**

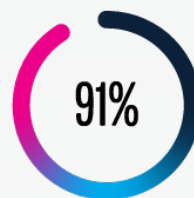
Professor of Decision Sciences  
at the Pepperdine Graziadio  
Business School



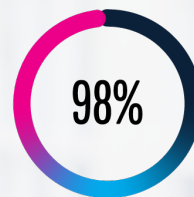
95%  
of surveyed graduates would  
recommend or strongly  
recommend this course to other  
current or aspiring leaders



94%  
agreed that the content and  
learning objectives of the  
course were relevant to their  
leadership development needs



91%  
agreed that the activities and  
exercises helped them to apply  
the key concepts and embed the  
learning in their work



98%  
agreed that the content is objective,  
current, scientifically sound, and  
free of commercial bias

## Program Outline

Participants of the Certificate in Healthcare Analytics will learn to ask the right questions, evaluate data collection schemes, interpret complex data sets from various sources, and assess their results to make better-informed, evidence-based, and data-backed decisions enterprise-wide. The program is led by expert instructors with healthcare experience.

## Curriculum

**Unit 1** Introduction to Descriptive Analytics

**Unit 2** Making Inferences and Practical Probability Theory

**Unit 3** Relationships Amongst Variables: Introduction to Correlation and Regression

**Unit 4** Multiple Regression

**Unit 5** Forecasting

**Unit 6** Framework for Decision-Making

**Unit 7** Finding Optimized Solutions in Healthcare, Part 1

**Unit 8** Finding Optimized Solutions in Healthcare, Part 2

## Entry Requirements

Throughout this program, learners will be working directly with healthcare data in Microsoft Excel. Therefore, they need to have access to the program.

It's recommended that learners have intermediate knowledge of Microsoft Excel and feel somewhat comfortable working with formulas, creating graphs, and more.

Experience in using Solver is beneficial, but not required.

Learners will also be more successful if they've previously had exposure to basic statistical concepts, or operational or financial data.

## Participation and Grading

This program applies theory to real-world examples. At the end of each weekly lesson, learners will work on an assignment where they will be working directly with healthcare data in Microsoft Excel. Sample data sets will be provided.

While mandatory, assignments are not graded but serve as a basis for instructors to give feedback and guidance.

## In Healthcare, Good Decision-Making Can Save Lives

Not only policy makers have to make impactful decisions. According to a survey by Columbia University decision researcher Sheena Iyengar, the average American makes approximately 70 conscious decisions every day, so roughly 35 professional decisions every single workday.

In healthcare, the decisions professionals make every day directly impact the well-being and lives of patients. Therefore, mistakes need to be minimized and the accuracy of decision-making is critical. In order to make optimized, evidence-based decisions to positively impact quality, cost, and care outcomes, healthcare professionals in both clinical and non-clinical roles — in all fields of care, not just in healthcare informatics departments — must rely on data.

**“In this program, you’ll learn how analytics is being used and how it can benefit different areas of the organization. It gives insights into the technical and the mechanical piece of the analytics and shows you how to turn that data into information your leadership needs to solve real problems and plan for the future.”**



**— Tim Arambula, MBA**

Vice President  
of Strategic Intelligence  
at CommonSpirit Health

## Who Should Study This Program?

- Leadership and business developers looking to expand business impact
- Administrative staff who are in charge of making operational decisions and financial decisions
- Analysts from outside of healthcare or recent graduates who wish to learn more about analytics in a healthcare context
- Healthcare analysts looking to refresh or expand their knowledge
- Clinicians who want to transition from the bedside into the administrative world or an operations role

If you're not sure if you're a good fit, contact us for more information.

## You'll be most successful in this program if you:

- Have had exposure to statistical concepts and want some practical experience applying them in a healthcare context in a safe environment and/or
- Are somewhat familiar research methods
- Want to apply a level of rigor to make sure you are making the best decisions applying this data

# Learn More

For enterprise inquiries, contact [enterprise@opusvi.com](mailto:enterprise@opusvi.com)

[opusvi.com](https://opusvi.com)



## Program Outcomes

As a result of participation in this program, learners agreed or strongly agreed that they felt better able to:



99% use spreadsheets to model simple and complex mathematics



94% apply statistical models to forecasting



Analyze relevant demographic data for resource allocations and patient care: 94%



89% apply mathematical theories of optimization to determine the best solutions to perplexing problems



94% think critically about healthcare issues and use an integrated approach to solve complex problems in healthcare

## What You'll Earn

- A Certificate in Healthcare Analytics for Decision-Makers from the Pepperdine Graziadio Business School
- 16 CEUs
- Digital badges:
- Making Sense of Complex Healthcare Variables
- Rational Decision-Making in the Midst of Uncertainty
- Optimal Solutions to Sub-optimal Healthcare Dilemmas
- The Graziadio School is accredited by the prestigious AACSB International (the Association to Advance Collegiate Schools of Business), a merit held by fewer than 5% of business schools worldwide.
- Pepperdine University is accredited by the WSCUC (Western Association of Schools and Colleges — Senior College and University Commission).





At OpusVi (Latin for Workforce), we partner with healthcare organizations to build transformative workforce solutions. We have developed a workforce development platform that enables healthcare systems and organizations to upskill and retain top talents. Dedicated to providing the best client experience, we have designed custom online and hybrid programs and workforce development solutions that improve and positively impact talent retention as much as patient health and quality of care. We remain leaders in the healthcare education space by creating scalable, cutting-edge solutions through innovative technologies, clinical expertise, and evidence-based training alongside the industry's top subject matter experts and academic institutions.



For the last 50 years, the Pepperdine Graziadio Business School has challenged individuals to think boldly and drive meaningful change within their industries and communities. Dedicated to developing Best for the World Leaders, the Graziadio School offers a comprehensive range of MBA, MS, executive, and doctoral degree programs grounded in integrity, innovation, and entrepreneurship. The Graziadio School advances experiential learning through small classes with distinguished faculty that stimulate critical thinking and meaningful connection, inspiring students and working professionals to realize their greatest potential as values-centered leaders.



## Learn More

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