

# Mini-MBA in Rural Healthcare



## Be the Champion Your Community Needs

Rural healthcare professionals make an impact on their communities every day. In this innovative online program, world-leading faculty, rural healthcare experts, and professional athletes will give you a framework to break down the complex healthcare issues your community is facing and create your own solutions. In 12 weeks, you'll gain MBA-level knowledge of business and administration in a rural healthcare context.

# Customized for Healthcare Business and Administration in a Rural Context

*Themes Include:*



**Community engagement and stakeholder management**



**Talent recruitment and retention**



**The reality of finance in a rural setting**

## Features Insights and Expertise From a Top Faculty, Rural Healthcare Professionals, and Star Athletes

Lessons are written and taught by 11 experts from the University of Arizona's Eller Executive Education and Eller College of Management

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Star athletes share their insights on performing under pressure and building resilience

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Made with rural healthcare professionals who are familiar with the challenges and opportunities inherent in rural healthcare







## Why Study this Program?

### A Snapshot of the Problem...

Around 60 million Americans live in rural communities, but with unique challenges and workforce shortages, rural healthcare is struggling.

The continuing downward pressure of cost for healthcare organizations weighs heavier on rural organizations than urban ones. The limited ability of rural healthcare providers to cross-subsidize, combined with the fact that they have to navigate a payer mix that is composed of a higher percentage of Medicare and Medicaid, means that it's more difficult for rural healthcare providers to operate profitably. This has led to country-wide closures of rural healthcare facilities. According to the North Carolina Rural Health Research Program, 136 rural hospitals have closed between January 2010 and May 2021.

This creates additional blockers with access to care, which is already limited due to limitations in transportation, and the lack of broadband that hinders the advancement of telemedicine.

Traditional healthcare education often passively and actively contributes to the healthcare workforce shortages – and therefore limited access to care – in rural areas.

Many institutions of higher learning are concentrated in urban regions, naturally limiting the graduate talent pool of rural healthcare organizations, while some actively discourage passionate healthcare professionals from entering rural communities.

## Why Study this Program?

### ... and a Framework to Help You Find the Solution

OpusVi and Eller Executive Education, the leadership development arm of the University of Arizona's Eller College of Management, believe that instead, education should empower rural healthcare professionals through skills-based learning so that they can make an impact and maximize positive outcomes in the communities they serve. For this reason, our Mini-MBA in Rural Healthcare is tailored specifically to the needs of rural healthcare professionals.

Respecting the fact each community has its own complex issues but that rural healthcare shares some overarching factors that set it apart from urban healthcare, this program empowers professionals by providing them with a framework to identify the unique needs of their community. They will then learn to create their own innovative solutions that are grounded in a solid understanding of management, business, and administration in a rural context.

Our truly exceptional learning experience features 11 academic experts from Eller Executive Education and the University of Arizona's Eller College of Management, who co-develop and present the learning content for modern rural health leaders.

This academic content is enriched by several rural healthcare professionals who are familiar with the challenges and opportunities in rural healthcare settings.

In an innovative approach, the program also features two-time Super Bowl champion Max Starks, four-time Olympic medal winner Ato Boldon, and John Godina, whose record includes three World Championship wins and two Olympic medals. These star athletes will share insights throughout the program on how they used teamwork to improve individual outcomes and built resilience to perform when it matters.





# Learn to Give It Your Best Shot... Every Single Time

How do you channel years of training into a top performance when it matters most? How do you overcome failure? How do you deal with pressure when the whole world is watching you? This program features inspiring insights from three renowned athletes to answer these questions.

## John Godina

*Three-time World Championship winner and two-time Olympic medal winner in the shot put*

“I opened and owned multiple fitness and sports training businesses since my retirement as an athlete. What is critical is knowing the processes of moving from one industry to another. By bringing the sports perspective into this Mini-MBA, we want to help people understand the nuances of the mental approach, the processes of goal setting, and the experiences around recovery. It provides a knowledge base that helps a medical provider transition into the business aspects of healthcare.”

## Max Starks

*Two-time Super Bowl champion with the Pittsburgh Steelers*

“I wanted to be involved with this program because I knew how important gaining these skills was for myself as an athlete transitioning to a new profession. You need to find resources and tools that will help you take your career from one transition to the next. This Mini-MBA is an opportunity to help people attain more and build the character, skills, and resiliency to make that change.”

## Ato Boldon

*Four-time Olympic medal winner in track and field*

“When I started, we had not won a single Olympic medal in Trinidad and Tobago for 20 years and I won four of them. Quite frankly, if it’s been done before, I’m not that interested. When I heard the concept and I saw how unique an approach this was to a Mini-MBA in Healthcare, to infuse knowledge from sports, I knew it was something I wanted to be a part of. I’m here because I feel like this is something that’s not been done before.”



## Gain Qualifications You Can Proudly Show to the World

- Mini-MBA in Rural Healthcare from Eller Executive Education
- Digital certificate and badges
- 24 CMEs/CEs
- Applicable and practical skills
- \$2,300 USD scholarship (equivalent to two credits) towards the full MBA degree offered by the University of Arizona

### THE PROGRAM AT A GLANCE



100% online cloud-based learning experience



Research-based learning content of an MBA-level condensed into a 12-week program



Intakes in January, April, July, October



\$4,995  
(financing options available)







## Made With Industry Professionals...

Rural healthcare is unique — and nobody understands this better than rural healthcare professionals. This is why we consulted experts from various disciplines — from HR Partners to Business Development Managers to Directors of Finance — and different health systems to inform our program from start to finish. These experts shape the curriculum and contribute thought leadership pieces throughout the program.

## ...For Industry Professionals

**Made for rural healthcare professionals:** The learning content was customized to healthcare business and administration in a rural context.

**Asynchronous:** Study on your own schedule

**Practical:** Learners work toward a culminating capstone project

**Social:** Engage with fellow learners, receive guidance from your instructor



“The Mini-MBA in Rural Healthcare program takes into account contemporary changes in healthcare impacting small rural towns and their healthcare organizations, effectively matches the curriculum to meet changing dynamics that influence care delivery within those settings, and arms the rural healthcare professional with applicable knowledge and tools based on real-world situations. From challenges with diminished revenues and reimbursement, access to care, and population health management, to increased expenses, staff and provider shortages, and small-town politics, rural health professionals in remote geographic locations will gain access to a highly-customized program, tailored just for them.”

— Pamela Lee, BSN, MSN, MBA, Senior Vice President of Operations at Erie County Medical Center Corporation (ECMCC)

# Program Structure

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## Unit 1 Tensions and Dilemmas Facing Healthcare: The Forces of Healthcare Economics

With Keith Joiner, MD, Professor of Medicine, Economics, and Health Promotions Science at Eller College of Management

Get an introduction to health economics in the U.S. including tensions and dilemmas. Learn about the impact of health technology and delve into behavioral economics and personal accountability.

## Unit 2 Drive Performance Through High-Impact Business Strategy

With Joe Carella, PhD, Assistant Dean at Eller Executive Education

Get insights about how to make strategic and objective decisions within healthcare organizations through a step-by-step model and systems thinking.



“We’re providing rural healthcare professionals with a framework that will help them break down the complex issues in their region and leverage their communities to create innovative solutions. Healthcare is not only full of unique challenges, but also unique opportunities for growth and development. Rural healthcare professionals get to take on multi-functional roles and tackle diverse challenges — broad knowledge in healthcare business administration along with topics like community engagement and talent acquisition can be a true game changer.”

— Giuseppe “Joe” Carella, PhD, Assistant Dean at Eller Executive Education

## Unit 3 Delivering Value Through World-Class Operations

With Robert H. Owen, MBA, MIS Lecturer and Professor at Eller College of Management

Discover the Operations Strategy Pyramid, including value disciplines, operating priorities, operations resource strategy framework, and learn to make key operations decisions.

## Unit 4 Creating Change Through Community Engagement

With Deborrah Himself, Executive Coach, Author, Adjunct Faculty in Management and Organizations at Eller Executive Education

Learn how to identify community stakeholders and engage them in initiatives that create change for your organization and your community at large.

## Unit 5 Leveraging Budgets for Better Healthcare

With Ann McGrath, Lecturer in Accounting at Eller College of Management

Learn about effective capital and operating budgets in healthcare and how they are used.

## Unit 6 Financial Management for High Performance

With Aamir Khan, PhD, Senior Lecturer in Finance and Director for MSF Career Management and Experiential Learning at Eller College of Management

Build knowledge and skills surrounding financial management to create value in your healthcare organization.



## Unit 7 Building the Right Team: Talent Acquisition and Retention: Talent Acquisition and Retention

With Joe Broschak, PhD, Associate Professor of Management and Organizations at Eller College of Management

Find out how to best approach human management to attract, hire, and retain the right talent.

## Unit 8 Diversity, Equity, and Inclusion in Practice

With Lehman Benson III, PhD, Associate Professor of Management and Organizations, McCoy/Rogers Fellow of Management and Organizations, and Founding Executive Director of the Sports Management Program at Eller College of Management

Learn to build a diverse, equitable organization where people feel included, get insights on how to manage personal bias in yourself and others, and gain simple yet effective tools to foster inclusive excellence.

## Unit 9 Change the Game: The Science of Influence

With Nathan Podsakoff, PhD, Stephen Robbins Professor of Management and Organizations at Eller College of Management

Apply techniques to influence others, lead by example, and build credibility.



“The people I’ve encountered during my career are passionate about health and their community. To them, medicine is deeply personal. I believe professionals in rural health have as strong a belief in their calling as anyone else. I’m proud to contribute to a program that gives them the tools they need to turn their passion into action.”

— **Christian J. Balcer, MHA, Manager, Telemedicine and Business Development, at Benefis Health System**

## Unit 10 Design Thinking: From Starting Blocks to Finish Line

With Mark Peterson, PhD, Senior Lecturer in Entrepreneurship and Innovation at Eller College of Management

Learn why underdogs have an advantage, apply design thinking, a proven step-by-step method for solving real-world problems, to lead innovation in your workplace.

## Unit 11 The Heart of a Champion: Resilience and Awareness

With Deborrah Himsel, Executive Coach, Author, Adjunct Faculty in Management and Organizations at Eller Executive Education

Resilience has become indispensable in the age of COVID-19. Learn more about self-awareness, the winning mindset, personal boundaries, avoiding burnout, and the importance of purpose.

## Unit 12 Executing Your Game Plan: From Insight to Action

With Joe Carella, PhD, Assistant Dean at Eller Executive Education, and Nicholas Tobey, MSOD, Senior Director at Eller Executive Education

In this guided capstone project, you will identify a business challenge of your choice and utilize one of the many problem-solving approaches included in this program to initiate a solution.

## Who Should Study This Program?

The Mini-MBA in Rural Healthcare is an opportunity for healthcare professionals wanting to further their understanding of the business of healthcare in a rural context and to identify and tackle the unique challenges and opportunities in non-urban areas.

## Professionals who will benefit most from this certificate are:

- Clinical professionals such as physicians and nurses wanting to gain a solid basis of management, business, and administrative knowledge that is crucial to the success of rural healthcare operations
- Professionals working in administration and operations wishing to gain insights into rural healthcare
- Professionals working in human resources who want to identify innovative ways to attract and retain talent in rural healthcare organizations
- Experienced professionals, including executives, directors, and MBA and MHA degree holders wishing to reexamine business topics through a rural lens in order to maximize positive outcomes in their communities
- Healthcare professionals considering applying for a full MBA program who wish to sample aspects of a degree before fully committing



**As the head of one of the largest not-for-profit health systems in the U.S., I can attest that we don't have time for people to get full MBAs in order to gain these skills. We need them now.** If we are going to get through this crisis, we need leaders with education developed by health experts with proven track records that provide the guidance necessary to get through these critical challenges.”

— Marvin O'Quinn, President and Chief Operating Officer of CommonSpirit Health



## Interested in cohort opportunities?

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

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





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.



Eller Executive Education is passionate about disrupting traditional executive education. By exploring the latest science in leadership development, modern business management theory, and contemporary learning design, they help organizations in over 93 global locations discover new ways to lead, manage, and innovate. Eller Executive Education is the fastest progressing executive education provider and holds a No. 5 ranking in the U.S. and No. 15 ranking globally for Customized Executive Education in the Financial Times Executive Education Ranking 2019.

As the non-degree leadership development arm of the University of Arizona's Eller College of Management, Eller Executive Education is connected to leading institutions that are internationally recognized for pioneering research, offering an innovative curriculum, working with distinguished faculty, their social responsibility, and their excellence in management information systems and entrepreneurship.

Eller Executive Education has 25+ years of experience delivering executive education programs

Eller Executive Education ranked #5 in the U.S. and #15 globally for Customized Executive Education Programs (Financial Times 2019)

Eller College of Management has maintained top 5 status in the MIS undergraduate rankings by U.S. News & World Report since 1989

Eller College of Management ranked #7 nationally for Public Online MBA Program (U.S. News & World Report, 2020)

## Learn More

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

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