

# Mini-MBA in Healthcare



## Champions Take Many Forms

Healthcare and the world need new solutions to new problems. In this innovative online program, world-leading faculty, healthcare experts, and professional athletes will teach you the art of performing when it matters most. In 12 weeks, you'll gain skills to navigate the business of healthcare and thrive during turbulence.

## Be The Champion Healthcare Needs —

### *Super Bowl and Olympic Athletes Can Teach You How in Our Ground- Breaking Mini-MBA in Healthcare*

Healthcare has shifted from a ‘practice of medicine’ mindset to a ‘business of healthcare’ approach and the COVID-19 pandemic has drastically changed the way we work and live. This means that today’s health leaders need to be more business savvy than ever before — all while inspiring a resilient work environment that their teams can not only survive in but thrive in. Our Mini-MBA in Healthcare helps modern health leaders achieve greatness for the future of healthcare — because champions take many forms.

## Features Insights and Expertise from Top Faculty, Healthcare Professionals, and Star Athletes

Lessons are written and taught by 12 experts from the University of Arizona’s Eller Executive Education and Eller College of Management

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Perform when it matters: star athletes share their insights on overcoming challenges in key moments

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Made with leading healthcare professionals with decades of experience



# Why Study this Program?

## Being a Health Leader Means Being a Business Leader

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**The problem:** With a shift from a ‘practice of medicine’ mindset to a ‘business of healthcare’ approach, business acumen has become an increasingly big part of every medical professionals’ daily work. Today’s health leaders need to have more diversified knowledge: They need an industry-specific understanding of economics and business, policy and ethics, decision-making, and patient satisfaction.

**The solution:** To educate health leaders, OpusVi and Eller Executive Education have developed the Mini-MBA in Healthcare, a truly exceptional learning experience. 12 academic experts from Eller Executive Education and the University of Arizona’s Eller College of Management co-develop and present the learning content for modern health leaders.

This academic content is enriched by several thought-leading healthcare professionals who know the needs of the industry and the individuals — meaning this program is made with health leaders, for health leaders.

## The World is Watching as Healthcare Battles COVID-19

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**The problem:** The COVID-19 pandemic has highlighted the need for resilience and a winning mindset for healthcare leaders so that they can build a work environment that they and their teams can not only survive in but thrive in.

**The solution:** Imagine training for a lifetime, preparing for years, all to deliver one perfect performance when millions are watching — this kind of pressure is all too familiar to 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 developed a winning mindset, razor-sharp focus, and dealt with setbacks and stress to deliver peak performance in the moments that matter.

## An MBA Takes Time... and Money

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**The problem:** A full MBA-program can cost more than \$100,000 in the U.S. — and the global population cannot wait for healthcare professionals to complete a degree that takes upwards of two years to complete.

**The solution:** This Mini-MBA in Healthcare offers an accelerated business program that helps health leaders gain new and much-needed skills fast at an affordable price.



# 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.”



# Champion Athletes Helping You Achieve Greatness

## Themes Include:

- Setting goals on the path to success
- Gaining a winning mind and the heart of a champion – learn discipline, commitment, and resilience
- Performing under the lights
- Pursuing perfection and reaching your pinnacle
- Becoming a motivating force to inspire teams that dominate
- Identifying opportunities for innovation
- Overcoming adversity and coming back from defeat

## Gain Qualifications You Can Proudly Show to the World

- 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



12 weeks



Intakes in January, March, July, October



\$4,995  
(financing options available)





## Made With Industry Professionals...

The business of healthcare is unlike any other business. To ensure that the unique needs of healthcare professionals who are looking to gain foundational knowledge in a range of business-related topics in a healthcare setting are met, we have worked with thought-leading experts in the industry to develop this program. These thought leaders provide their expertise before the curriculum is created, as well as throughout the program.

## ...For Industry Professionals

**Asynchronous:** Study on your own schedule

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

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



“Functional leaders need to understand the external forces and the entire big picture strategy. They also need to know how their departments fit into the strategy of the organization in both the long and the short term. With COVID-19, I think every leader in healthcare is on the world stage now. I can only imagine what it is like to be on the front lines, the stresses are exponential. Organizations and leaders need to evolve and strategies around relationships need to change.”

— **Ginger Figg, Former Chief Administrative Officer at Norton Medical Group**

# 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 and avoid bias.



“Market forces, technology, and health policies are challenging leaders to rethink healthcare delivery. If you work in healthcare, you need to develop a strategic mindset so that you, your team, and your organization can see the current turbulence as an opportunity. The Mini-MBA in Healthcare helps you accomplish just that.”

— 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 Gain a Competitive Edge Through Strategic Human Capital Management

With Elizabeth McClean, Assistant Professor of Management and Organizations at Eller College of Management

Learn about strategic talent management using HR measurement techniques.

## 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 Strong, Agile Organizations: Thriving in Change

With Diza Sauers, Business Communication Professor of Practice, Emerita, at Eller College of Management  
Find out how to grow a resilient and transformative culture in your organization.

## 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.



“This program provides participants with a scientific basis for understanding the factors that affect their ability to ethically and effectively influence patients, clients, coworkers, and other stakeholders. It also provides an understanding of how participants can apply these tools to professional and personal challenges. Thirdly, it will help them detect when others are trying to use influence against them in either an unwanted or unethical way.”

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

## 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

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 Himself, 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 initiate a solution.



## Who Should Study This Program?

The Mini-MBA in Healthcare is an opportunity for healthcare professionals wanting to grow their career into higher-level positions of management, further their understanding of the business of healthcare, and learn tactics to apply leadership skills to harness productivity and build resilient and sustainable workplaces.

### Ideal for:

- Administrative professionals who are early in their careers and looking to move up into management and leadership positions in the field of healthcare
- Clinical technicians who plan to transition out of bedside and clinical work to managerial and leadership roles and are looking to have a better understanding of business administration
- Healthcare professionals considering applying for a full MBA program who wish to sample aspects of a full degree before fully committing



“Despite having seen tremendous examples of leadership during the COVID-19 crisis, healthcare — and the world — is still struggling to cope with the effects of the pandemic. We can’t expect our clinicians to be natural-born leaders and simply cope. The healthcare industry needs to give these professionals the business fundamentals, confidence as well as the winning mindset, combined with real-world lessons, to help our organizations grow and thrive.

**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



Not sure if you’re a fit? Inquire with us to discuss your unique situation with your dedicated Enrollment Advisor.

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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 enrollment inquiries, contact [study@opusvi.com](mailto:study@opusvi.com)

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

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