

CAS Transnational Healthcare Management MiG

IMPLEMENTATION 2022/2023



CENTER FOR HEALTH LAW
AND HEALTHCARE MANAGEMENT



UNIVERSITÄT
BAYREUTH



«Crossing borders has to be learned – here is the best opportunity to do so!»



Contents



**Prof. Dr. Christoph A. Zenger, LL.M.
(Harvard)**
Head of Studies
Continuing Education Program
Management in Healthcare
Centre for Health Law and Healthcare
Management
University of Bern

Increasingly, healthcare organizations have to align their activities with the provision of healthcare that is organized on a cross-border basis and is no longer confined to national boundaries. Healthcare professionals are just as mobile across borders as the providers of hospital, pharmaceutical and med-tech products. The same can be expected today of health and accident insurers and, ultimately, patients. In addition, in Europe, EU regulations are forcing member states as well as third countries to be aware of, and cope with, transnational system requirements.

Healthcare organizations can only keep pace with the transnationalization of healthcare if they align their activities accordingly. To do so, they need participants who are skilled in adapting to the structural conditions, financing systems, leadership requirements and care needs in other countries. This course Transnational Healthcare Management qualifies leaders in healthcare organizations for this.

The focus of the course is on the integration of knowledge and skills. Participants will supplement the theoretical foundations taught in the course by exchanging ideas with experts in the field and within the participant group, and implement knowledge gained in their own supervised projects.

In order to allow maximum direct exchange and practical applicability, the course will be delivered by universities in four participating European countries, with face-to-face and online teaching. Participants will come from a range of different countries. The course is run by the University of Bern (CH), in cooperation with the University of Bayreuth (G), the University of Edge Hill University (GB) and the School of Public Health Rennes (F).

This unique program is sponsored by the Interfaculty Center for Healthcare Law and Management of the University of Bern, which is jointly run by the Law School, the School of Economics and Social Sciences and the Medical School of the University of Bern, as a part of its continuing education program Management in Healthcare, which has been educating healthcare professionals successfully for over 30 years.

4	Facts
5	Training approach
6	Training goals
7–9	Module overview
10	Admission & Registration
11	Faculty
12	Further Information

Facts

GOAL

The Transnational Health Management course qualifies managers in health organisations to acquire the necessary skills for the emerging development of transnationalisation in the health sector.

PART-TIME STUDY PROGRAM

100% working activity possible

DEGREE

«Certificate of Advanced Studies (CAS) in Transnational Healthcare Management»

ACCREDITATION / RECOGNITION

12 ECTS credits. For the individual modules, participants should plan for sufficient time for teaching, project realisation and self-study.

START

22nd August 2022

DURATION

5 modules with a total of 20 attendance days spread over 12 months.

NUMBER OF PARTICIPANTS

Min. 12 to max. 22 participants.

PERFORMANCE RECORD

Participation in module sessions, project work (documentation, presentation and project submission).

PRE- AND POSTPROCESSING

Reading core literature, independent project work

ADMISSION REQUIREMENTS

University degree and experience in a professional and/or health-related management role. Good oral and written skills in the English language.

STUDY FEES

EUR 9,900 incl. course material, lunch and break refreshments; excl. accommodation and travel expenses

CORONA COMPLIANCE

Due to the pandemic situation and the associated official requirements, we would like to point out that, as a last resort, individual modules or parts of them may be carried out virtually/remotely or postponed.



Training approach

The following training approaches are used in the CAS Transnational Healthcare Management:

PRACTISING ON A REAL EXAMPLE

The participants practise their gained transnational knowledge on real examples.

THE OWN TRANSNATIONAL PROJECT AS AN ANCHOR POINT

Participants lead a transnational project in their area of interest. This serves as a training object to transfer what they have learned into practice.

TRANSNATIONAL PROJECT GROUPS AS AN INFORMAL SOURCE OF INFORMATION

Due to the transnational mix of participants, the students gain informal knowledge about the foreign health system from those directly involved, which is otherwise rarely available.

PEER-TO-PEER TRAINING

Collegial case counselling is a reflection in partnership based on concrete questions. (Standards such as Collegial Consult and Coaching-Kata are used.) This happens at regular intervals within and outside the teaching sessions.

COACHING

Between the training blocks, personal questions are analysed in coaching groups and solution options are developed.

THEORY-BASED AND CRITICAL REFLECTION

Participants learn the basic theoretical concepts and reflect critically on what they have learned in relation to their own country-specific context.

PROJECT PRESENTATIONS

Participants present their own project to the class. This gives them direct experience of how project resolutions must be presented in decision-making bodies. Participants practise making their own views, values and change plans understandable in presentations to fellow students and experts from other cultures.

COMBINATION OF SELF-STUDY AND CLASSROOM STUDY

To ensure that all participants enter the training with the same prerequisites, a certain amount of self-study is expected.



Training goals

Transnational and transcultural exchange at its best.

Transnationalization has gained a foothold in the health sector. More and more organizations in the health sector are striving for a transnational orientation. Processes and corporate structures have to be aligned with the specific markets within individual countries or within the European Union. In this context, the emerging developments also require specially trained managers with transnational expertise in the healthcare sector.

BY THE END OF THIS COURSE, STUDENTS WILL

- understand how healthcare organizations operate in different national environments.
- be able to develop health management strategies suitable for the internationalization process.
- be able to assess the opportunities and risks of options for action in the transnational environment.
- learn in cooperation with participants from the other participating countries about other healthcare system and the market conditions for internationally oriented and active organizations.
- be able to take into account different national contexts and the influence of cultural differences when developing proposed management solutions.
- be capable of developing strategies to win new markets for their healthcare organizations and to better position their own organizations in international business processes.



Module overview



M1

SLD

M2

SLD

M3

SLD

M4

SLD

M5

MODULE 1

Health Law & Policy

Date: 22 – 26 August 2022 (5 days / 7 hours)

Location: Bern (Switzerland)

Module leader: Prof. C. Zenger

SELF DIRECTED LEARNING (SLD)

Work load: approx. 15–20 hours

MODULE 2

Health Economics

Date: 10 – 14 October 2022 (5 days / 7 hours)

Location: Bayreuth (Germany)

Module leader: Prof. V. Ulrich

SELF DIRECTED LEARNING

Work load: approx. 15–20 hours

MODULE 3

Leadership & Management in Healthcare Organisations

Date: 13 – 17 March 2023 (5 days / 7 hours)

Location: Ormskirk (UK)

Module leader: Dr. A. Kaehne

SELF DIRECTED LEARNING

Work load: approx. 15–20 hours

MODULE 4

Public Health

Date: 12 – 16 June 2023 (5 days / 7 hours)

Location: Rennes (France)

Module leader: Dr. C. Keller

SELF DIRECTED LEARNING

Work load: approx. 15–20 hours

MODULE 5

Project work

Date: Combined with and integrated in the modules 1–4 as well as online and at home (total 110 to 130 hours)

Supervisors:

Prof. C. Zenger, Prof. V. Ulrich, Dr. A. Kaehne, Dr. C. Keller

Rising awareness of Structural Healthcare Contexts (Health Law & Policy)

The module provides an insight into the peculiarities of legislation and jurisprudence, into key aspects of the interplay between health system-related EU law and national legislation of member and non-member states, into the mechanisms of political processes and into the problem of system comparisons. Challenges for management and leadership due to diverging national legal frameworks are addressed, using examples from inpatient and outpatient healthcare, drug distribution and dispensing, health insurance, etc. from a theoretical and practical perspective.

BY THE END OF THIS MODULE, STUDENTS WILL

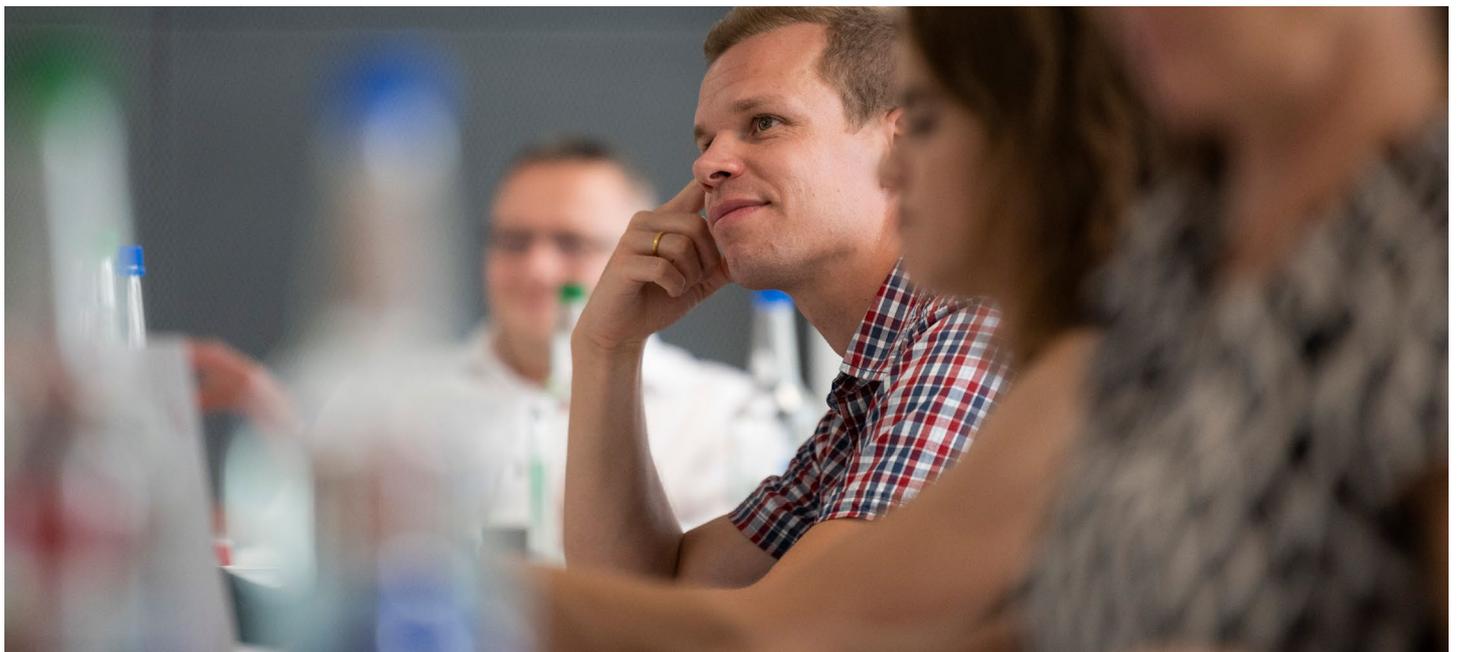
- have robust knowledge of the main parameters of health law and policy.
- have a good understanding of what health law is and how the policy cycle works.
- have detailed knowledge of healthcare systems in an international and legal context.
- understand the influence of law for leadership and healthcare management.
- know the main parameters of EU health law and the law of member and non-member states.
- understand the importance of considering country-specific legal requirements in the decision-making process.
- have a good understanding of the international relevant legal requirements in the Swiss health law system.

Financing & Cost-Effectiveness in Healthcare (Health Economics)

The module aims at providing key insights into the field of health economics, health efficacy, health policy, and health research in a European context. Questions are related to the allocation of healthcare resources, models of integrated care and payment systems for health services. The module will also look at international and country-specific perspectives and applications.

BY THE END OF THIS MODULE, STUDENTS WILL

- have robust knowledge of the main economic tools and the transferability to different healthcare systems.
- know the basic approach of measuring quality of life und calculating cost-effectiveness of health economic measures.
- have a good understanding of the importance of asymmetric information in healthcare.
- understand basic differences between pay-as-you-go and funding.
- have understanding of the aspects and dimensions of sustainability in healthcare and health inequalities.
- know the most important financial management tools.
- be able to apply methods of cost accounting and management systems.
- understand performance controlling and value creation in healthcare.
- benefit from the understanding of the interdependencies between controlling, decision making and organizational dimensions.



Leadership & Management in the Healthcare Organizations (Health Administration)

The aim of the module is to provide an overview of the healthcare sector in the UK through the lens of NHS management and governance practice. The module will also provide a critical and evaluative perspective on leadership theories, styles and approaches in the context of strategic change management in health systems, the emerging equality, diversity and inclusion agenda and facilitate learning necessary for management expertise and skills related to integrated care models and patient centred care.

BY THE END OF THIS MODULE, STUDENTS WILL

- have robust knowledge of the main parameters of health and social care service planning, commissioning and delivery in England.
- have a good understanding of the regulatory and equality, diversity and inclusion policy context of NHS England.
- have detailed knowledge of strategic change management and leadership approaches in health systems.
- be able to critically appraise health service delivery through the lens of patient experiences using patient journey tools and patient centred care models.
- have understanding of the aspects and dimensions of integrated care in health systems.

How to integrate Management and Public Health (Management & Public Health)

The aim of the module is to provide an overview of the healthcare sector in France through the lens of Government policy, State owned bodies and healthcare providers. The module will also provide a critical and evaluative perspective on theories, models, strategies and methods in public health management. This module will also cover the environmental influence on healthcare and management.

BY THE END OF THIS MODULE, STUDENTS WILL

- have robust knowledge of the main concepts and methods involved in Public Health.
- be able to critically appraise different models, strategies and concepts.
- understand the importance of environmental factors on healthcare bodies and management.
- have understanding of how to make the healthcare system «greener».

Project work

The participants work on tasks relating to real life examples, usually from or related to the own area of expertise individually or in a group. In doing so, they transfer the knowledge acquired in modules 1–4 into practice. We encourage project work to be conducted in groups of participants from different countries.

BY THE END OF THIS MODULE, STUDENTS WILL

- have designed, methodically clarified, planned, implemented and, if possible, successfully completed a project.
- have written a project paper that refers to the project and presents and discusses the contents as well as the findings and conclusions gained from it.

Admission & Registration

ADMISSION

Requirements for admission are a university degree and several years of professional experience in the healthcare sector (broadly defined, including pharmacology and allied health professions) as well as some management experience in organisations of healthcare.

Exceptions regarding the admission requirements may be approved by the Board of Directors «sur dossier». In the case of persons without a university degree or without professional experience in the healthcare sector, it may ask for further evidence of comparable professional expertise in order to ensure that applicants can successfully complete the course of study. The course language is English. Applicants need to have good oral and written skills in the English language.

TARGET GROUP

The continuing education program is aimed at managers and specialists in the healthcare sector and other healthcare related organizations. However, the course is also aimed at anybody with management experience in the fields of education, administration and business (pharmacy, medical technology, health insurance companies, etc.) related to the healthcare sector.

REGISTRATION

You can express your interest to apply for this course by emailing: info-mig@rw.unibe.ch

REGISTRATION DEADLINE

15th July 2022

PERFORMANCE RECORD AND DEGREE

The course concludes with the Certificate of Advanced Studies (CAS) in Transnational Healthcare Management from the University of Bern.

In each module, students must write an assessed module paper. In addition to the four module papers, a project paper is written, with the option of integrating the module papers into the project paper.

If no proof of performance is provided, a certificate of attendance will be issued.

Attendance of at least 85% of the attendance events is required for the acquisition of the degree.

FURTHER INFORMATION

We reserve the right to make reasonable adjustments to the program such as move to a remote delivery mode instead of face-to-face delivery or postpone classes if local restrictions due to the pandemic are implemented.

University of Bern
Center for Health Law and Healthcare Management
Hochschulstrasse 6, CH-3012 Bern
Telefon +41 31 631 32 11
info-mig@rw.unibe.ch, www.mig.unibe.ch



Faculty

DIRECTOR



Prof. Dr. Franziska Sprecher
Center of Health Law and
Healthcare Management,
University of Bern

HEAD OF STUDIES AND COURSE LEADER



Prof. Dr. Christoph A. Zenger
Center of Health Law and
Healthcare Management
University of Bern

MODULE LEADS



Dr. Axel Kaehne
Medical School
Edge Hill University
Ormskirk, England



Dr. Catherine Keller
Hospital Manager,
School of Public Health
Rennes, France



Prof. Dr. Volker Ulrich
Chair of Public Finance,
University of Bayreuth,
Germany



Prof. Dr. Christoph A. Zenger
Center of Health Law and Health-
care Management
University of Bern



CONTINUING EDUCATION COURSES HEALTHCARE MANAGEMENT AND LEADERSHIP MiG

The course is part of the modular continuing education program Healthcare Management and Leadership MiG of the Centre for Health Law and Management at the University of Bern. It can be completed with a view to a DAS or MAS degree in «Healthcare Management and Leadership MiG» or independently.

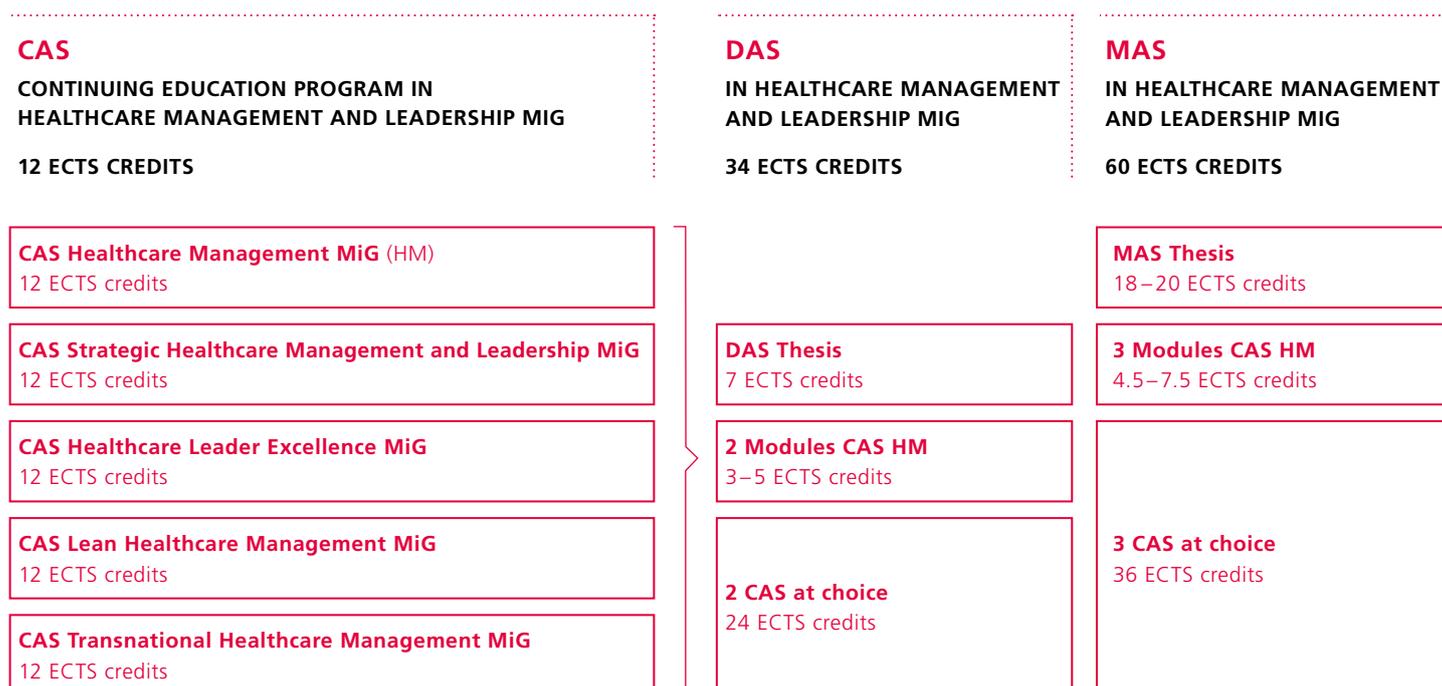
The **modular DAS course** in Healthcare Management and Leadership MiG comprises:

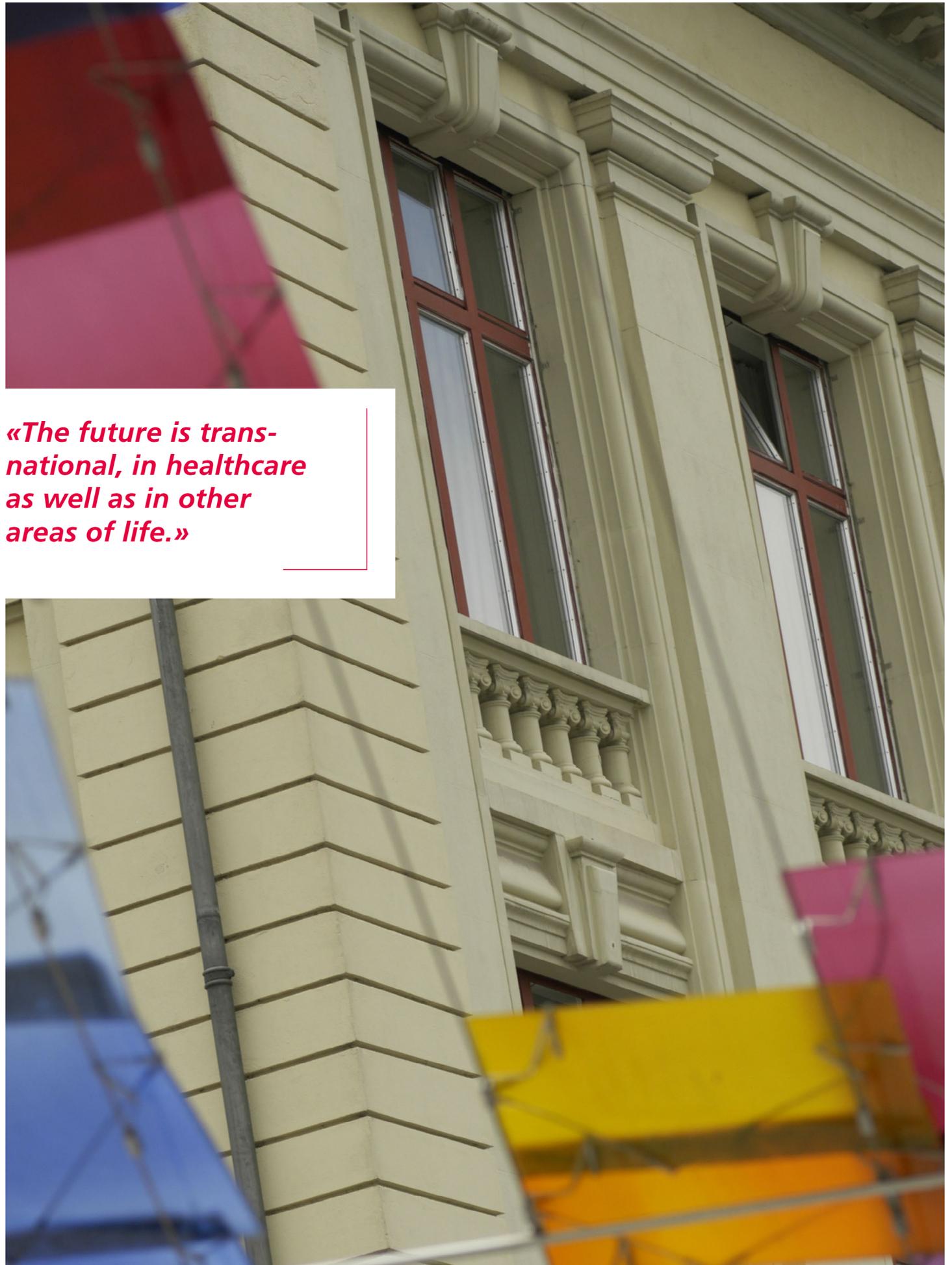
- at choice, two CAS courses (24 ECTS credits) from the continuing education program Healthcare Management and Leadership MiG (cf. overview below);
- at least two of the modules offered as part of the CAS Healthcare Management MiG, each worth 1.5 – 2.5 ECTS credits (3 – 5 ECTS credits); and
- a DAS thesis worth at least 7 ECTS credits.

The **modular MAS course** in Healthcare Management and Leadership MiG comprises:

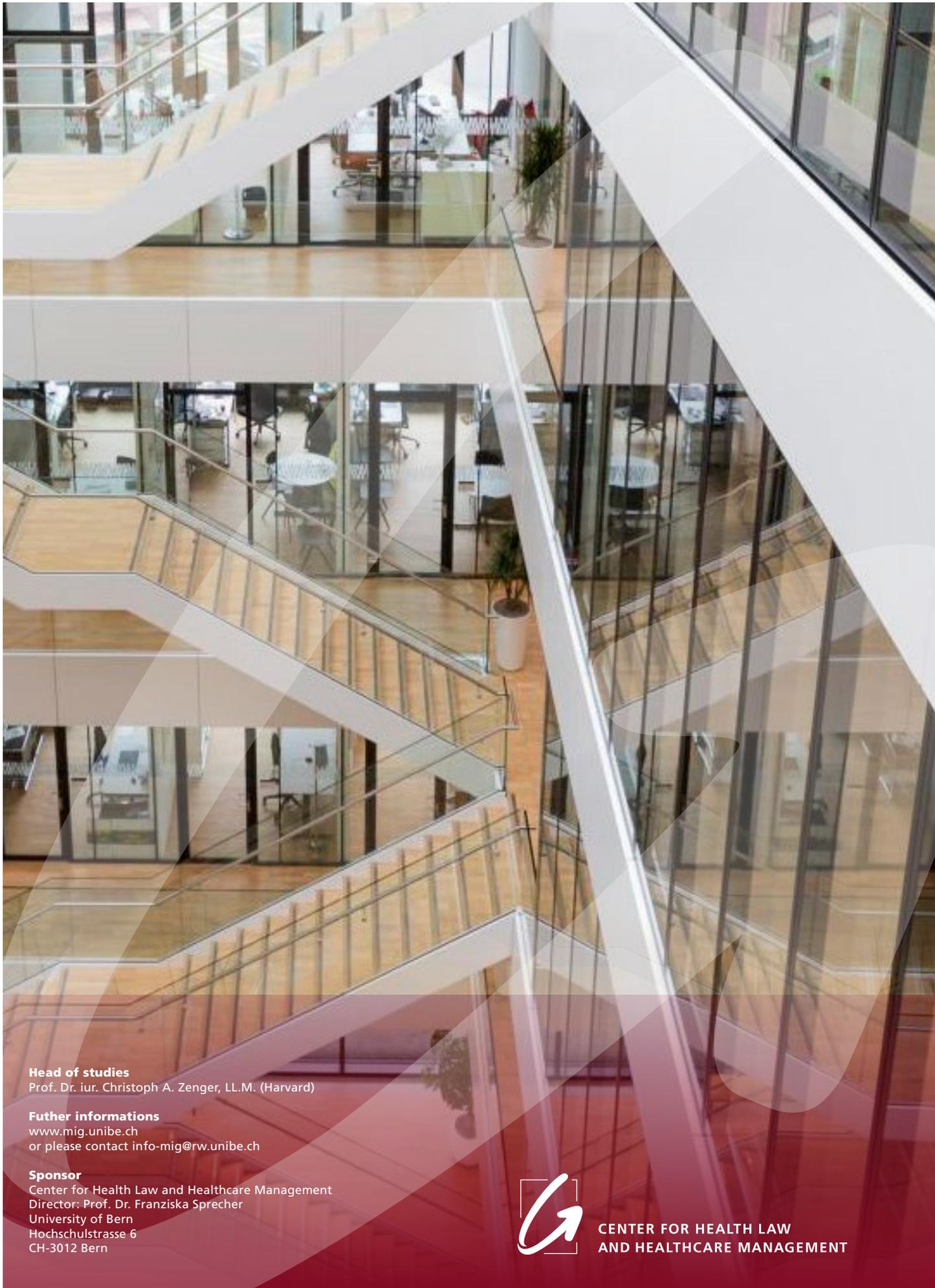
- at choice, three CAS courses (36 ECTS credits) from the continuing education program Healthcare Management and Leadership MiG (cf. overview below);
- at least three of the modules offered as part of the CAS Healthcare Management MiG, each worth 1.5 – 2.5 ECTS credits (4.5 – 7.5 ECTS credits); and
- a MAS thesis worth 18 – 20 ECTS credits.

Continuing education study programs in Healthcare Management and Leadership MiG





«The future is transnational, in healthcare as well as in other areas of life.»



Head of studies

Prof. Dr. iur. Christoph A. Zenger, LL.M. (Harvard)

Further informations

www.mig.unibe.ch

or please contact info-mig@rw.unibe.ch

Sponsor

Center for Health Law and Healthcare Management

Director: Prof. Dr. Franziska Sprecher

University of Bern

Hochschulstrasse 6

CH-3012 Bern



**CENTER FOR HEALTH LAW
AND HEALTHCARE MANAGEMENT**