

# Welcome to the Master's Open Day

Go  
the **extra**  
mile

Healthcare Policy,  
Innovation  
and Management (HPIM)



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## Content of the presentation

1. Why do we offer HPIM?
2. What is HPIM about?
3. Why choose HPIM?
4. What are your career prospects with HPIM?
5. Further information

**Why do we offer HPIM?**



## Why do we offer HPIM?

### Developments:

- More people demand more and better care
- Limited resources to meet demands: e.g. not enough money

### Problem:

- How to balance demands and limited resources?

### Solution: INNOVATION

- Knowledge applied to tasks that are new and different

### Required: Innovative PROFESSIONALS/ENTREPRENEURS

- HPIM will train you in becoming one

## After HPIM you are able to:

- Understand features and problems of modern healthcare systems
- Understand innovations and solutions
- Become the **health care entrepreneur** of the future

*HPIM prepares you to be the innovative professional able to influence future directions of healthcare and transform the current system*

## After HPIM you are also able to:

- Cooperate effectively and efficiently
- Give oral presentations
- Write papers
- Execute and manage projects
- Conduct research on innovations

**Employers expect you to have these skills.**

**So you are well prepared for a career!**



# What is HPIM about? The Programme



# What is HPIM about? The Programme

- **International orientation**
- **Multilevel**  
International, national, organizational, individual
- **Multidisciplinary approach:**
  - health economics
  - nursing science, health care services research
  - public administration, policy and political science
  - innovation management
  - logistics and operations management
  - health technology assessment
  - strategic management and organizational management
  - financial management

# Outline of the full-time HPIM programme (one year)

HPIM FULL-TIME						
Period	Unit - Fridays	Duration	ECTS	Unit - Tuesdays	Duration	ECTS
1	Economics of Healthcare	8 weeks (part-time)	6	Innovation and Quality Management of Health Services	8 weeks (part-time)	6
2	Health systems governance	8 weeks (part-time)	6	Organizing and managing patient flows	8 weeks (part-time)	6
3	Research Methods	4 weeks (fulltime)	6			
4	Strategic Management, Leadership and Organizational Change in Healthcare	8 weeks (part-time)	6	Financial Management of Healthcare Organizations	8 weeks (part-time)	6
5 - 6	Master's Thesis Research Project (no fixed teaching days)	12 weeks (fulltime)	18	Please note: Teaching for fulltime students and part-time students might not take place on fixed weekdays!		

# Outline of the full-time HPIM programme (two year)

HPIM PART-TIME					
Units year 1 Fridays	Duration	ECTS	Units year 2 Tuesdays	Duration	ECTS
Economics of Healthcare	8 weeks	6	Innovation and Quality Management of Health Services	8 weeks	6
Health Systems governance	8 weeks	6	Organizing and managing patient flows	8 weeks	6
Research Methods Part 1 Lectures and PBL Excluding the training	4 weeks	-	Master's Thesis Research Project (no fixed teaching days) Part II	4 weeks	-
Strategic Management, Leadership and Organizational Change in Healthcare	8 weeks	6	Financial Management of Healthcare Organizations	8 weeks	6
Research Methods Part 2 Training	4 weeks	6	Master's Thesis Research Project (no fixed teaching days) Part III	12 weeks	18
Master's Thesis Research Project (no fixed teaching days) Part I	8 weeks	-	<b>Please note:</b> Teaching for fulltime students and part-time students might not take place on fixed weekdays!		

# Introducing (part of) the staff



# Economics of Healthcare



**Unit  
coordinator:**

Mickael Hiligsmann, PhD

**Leading  
question:**

What can we learn from economics about scarcity and innovations in healthcare?

**Key topics:**

Application of economic theories to:

- Scarcity in healthcare
- Costs and benefits of innovations : e.g. economic evaluation of new drugs, therapies (project)
- Costs of organizational innovations : e.g. how to efficiently organize the finance and delivery of healthcare (project)

# Innovation and quality management of health services



**Unit coordinator:** Rixt Zijlstra, PhD

**Leading question:** How to manage innovation and quality improvement in health care?

- Key topics:**
- Overview of innovations in healthcare: E-health, Telemonitoring, self-management
  - Innovation management (project): How to develop a creative environment
  - Quality management (project): E.g. TQM; Continuous Quality Improvement

# Health Systems Governance



**Unit  
coordinator:**

Arianne Elissen, PhD

**Leading  
question:**

How do governments govern healthcare reform and what are the outcomes?

**Key topics:**

You will learn about:

- Different types of healthcare governance
- Market competition
- International context of market competition
- Healthcare reforms
- In addition: impact of EU regulations

# Organizing and Managing Patient Flows



**Unit  
coordinator:**

Mark Govers, PhD

**Leading  
question:**

How can you organize care delivery processes better ?

**Key topics:**

- Increase efficiency of care delivery processes
- Organisational, managerial and information features of care delivery
- Applying lean thinking in health care (project)
- Applying socio-technical thinking in health care (project)



# Research methods



**Unit coordinator:** **Ruben Drost, PhD**

**Leading question:** **How can I prepare a research project?**

## **Key topics:**

- **Formulation of research goal/research questions**
- **Designing theoretical framework**
- **Selecting methods of data collection and analysis**
- **Writing a research proposal (thesis group)**

# Financial Management



**Unit coordinator:** Milena Pavlova, PhD

**Leading question:** How can the management contain costs and make sound investments to enable good service delivery?

- Key topics:**
- Cost-analysis
  - Financial statement analysis
  - Investment decision-making
  - Projects: Business cases
    - ICT and health care technologies
    - Cost analysis and budgeting

# Strategic management, leadership and organisational change in health care



**Unit  
coordinator:**

Daan Westra, PhD.

**Leading  
question:**

How to develop, implement and apply strategies in healthcare organisations?

**Key topics:**

- Strategic management
- Leadership
- Organizational change
- Professionalism

Graduate assignment:  
**Research Project and Master Thesis**

**12 weeks (18 ects - 100 % workload)**



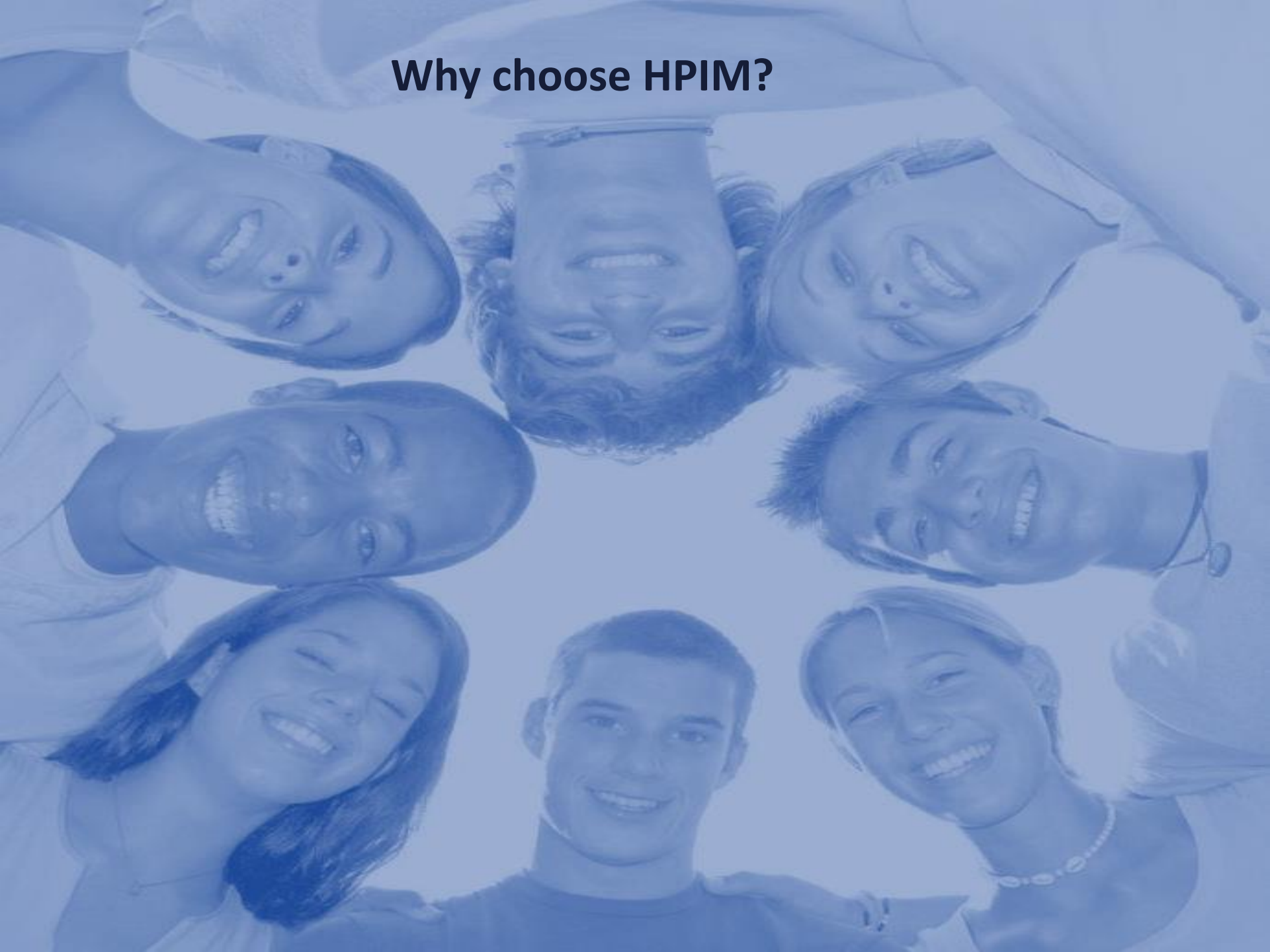
## Examples of thesis topics:

- Causes of bad cooperation between providers
- Effects of telemonitoring for patients with heart failure
- Analysis of bottlenecks in the care process of cancer
- Market competition in healthcare
- Evaluation of stroke care pathways
- Integrated diabetes care
- Optimizing patient flows in hospitals
- Health in all policies
- Economic evaluation of innovations in healthcare

## Placements for thesis projects

- Most students stay *in The Netherlands*
  - Majority goes to an organization outside the UM (mostly care providers, insurers, consultancy agencies; job opportunities!)
  - Minority stays at UM (participation in research project/program, desk research)
- 10-20 students go *abroad*
  - e.g. Austria, Colombia, Peru, India, Germany, Italy, Canada, UK, Poland, Ireland, etc.

**Why choose HPIM?**

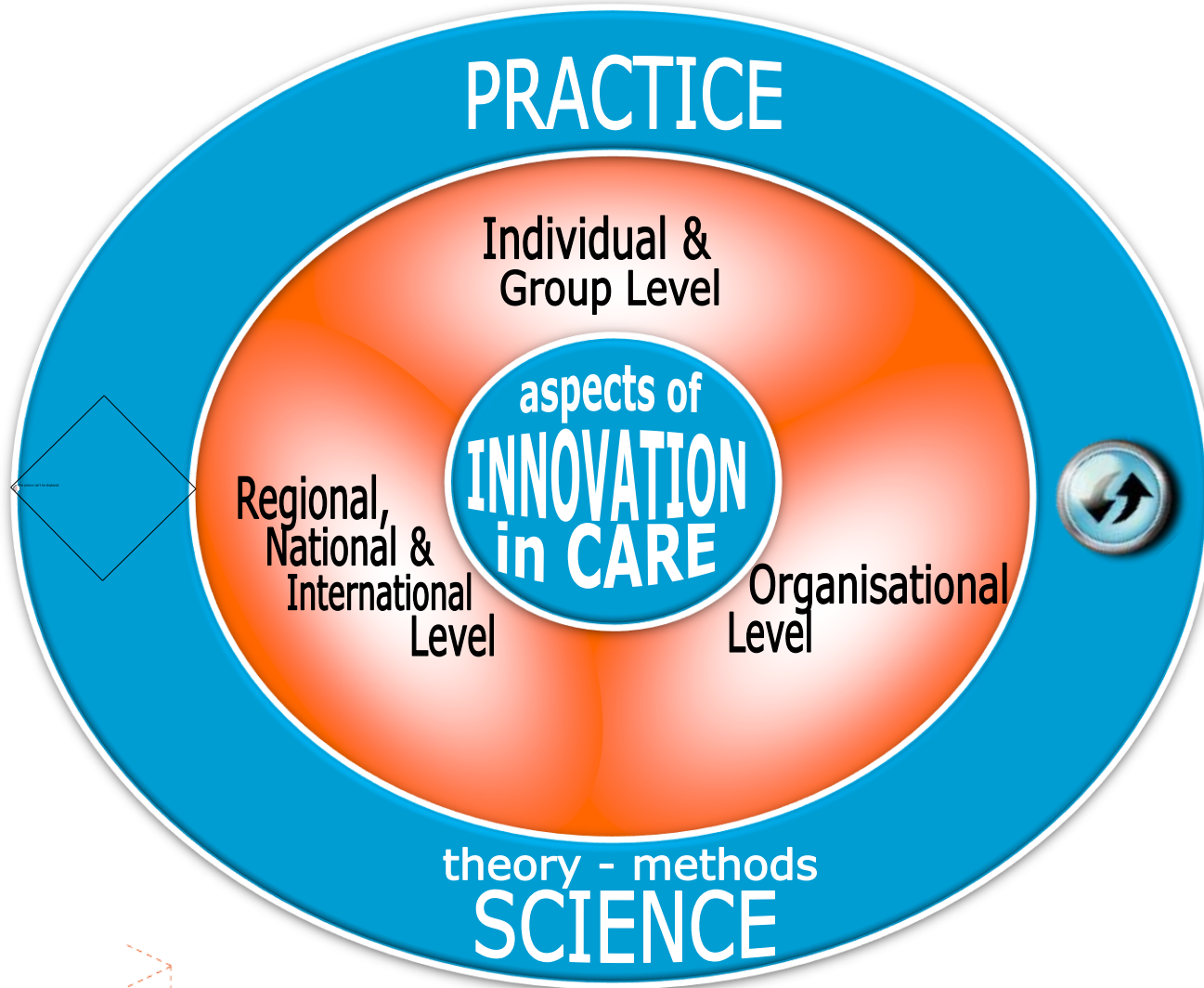


Why choose HPIM?

HPIM has  
**special,**  
**important**  
**and**  
**unique features**



# A. Comprehensive



## B. Unique: compared to masters elsewhere

- Explicit **focus on innovation** at several levels
- **A broad(er) range of topics and disciplines**
  - E.g. not only management but also other disciplines
  - E.g. not only health care systems but also other topics
  - HPIM offers combinations of topics and disciplines in 1 master, instead of separately in 2 different masters (so A+B instead of A or B!)
- **Double degree master program in health economics and management** with University of Cologne, Germany
  - First year: at University of Cologne
  - Second year: at Maastricht University (HPIM)

## C. Choice options!

Each unit offers:

- Overall knowledge

**AND:**

- In most units, you can choose between parallel projects:
  - Application of knowledge to project of your choice
  - Each project focuses on a different key topic of the course
  - Each student can join one of the two projects
  - First come, first serve



## D. Compared to other masters at FHML:

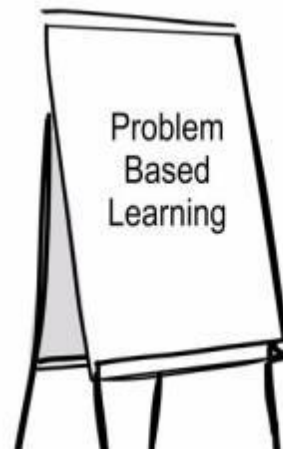
- HPIM: pays much more attention to health **economics**, organization, **management**, **nursing science** and **innovation**.

## E. Special feature: Teaching models

- Tutorial groups (Problem Based Learning – PBL)
- Formal and interactive lectures
- Project learning – study teams (Team-Based Learning – TBL)
- Student presentations
- Papers

*Furthermore:*

- English spoken
- Good facilities





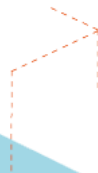
**What are your career prospects?**

## What are your career prospects?

- HPIM is broad and varied, so you have a lot of different job options. You can spread your chances.
- Healthcare sectors need your broad knowledge and skills
- See our Alumni list, for an overview of possible jobs

**HEALTHCARE**  
has become one of the  
**BIGGEST**  
employment sectors

## Career prospects: which organizations?

- National/local governments
  - Independent administrative and advisory bodies
  - Providers (e.g. hospitals, healthcare centers, private clinics)
  - Consultancy agencies
  - Healthcare insurers
  - Research institutes
  - Universities, higher vocational schools
  - (Pharmaceutical) Industry
- 



## Career prospects: where are our masters now?

Job titles:

- Managers
- Consultants
- Researchers
- Policy makers
- Staff employees  
in health care

*We also have an **annual Career Event** to prepare students for the labor market*



**Further information**

## Further information - pathway

<http://www.maastrichtuniversity.nl/>

- Education
- Master's

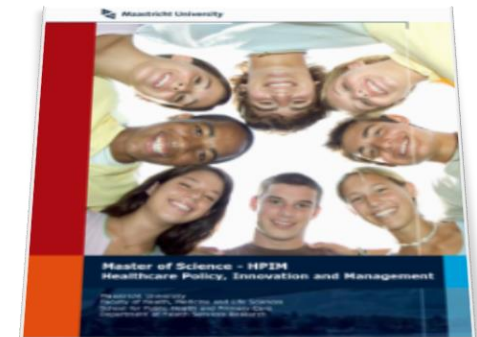
Go to:

- > Healthcare Policy, Innovation and Management
- >> Programme information
- >>> More information

# BROCHURE:

Would you like a brochure?

Please leave your  
name & e-mail address



**Would you like to know how current students experience HPIM:**

Hi, my name is Chamaipat from Thailand  
**Healthcare Policy, Innovation and  
Management master's student**

Follow me on Facebook and find out  
about my progress and experience  
during the master



<https://www.facebook.com/MasterChallengeChamaipat/>



**Thank you for your  
attention.**

**Perhaps we  
meet next year!**

**Good luck with your study selection  
and see you in Maastricht!**



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