

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!**



A top-down view of a diverse group of young people, including men and women of various ethnicities, smiling and huddled together. The image is overlaid with a semi-transparent blue filter. The text "What is HPIM about?" is centered in white.

What is HPIM about?

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 part-time HPIM programme (two years)

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	-	Please note: 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:
How to develop a creative environment
- Quality management:
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
- Impact of EU regulations
- Policy analysis

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 erts - 100 % workload)

Placement coordinator: Inge van der Putten, PhD.



Examples of thesis topics:

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

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, research program, desk research)
- 10-20 students go *abroad*
 - e.g. Austria, Colombia, Peru, India, Germany, Italy, Canada, UK, Poland, Ireland, etc.

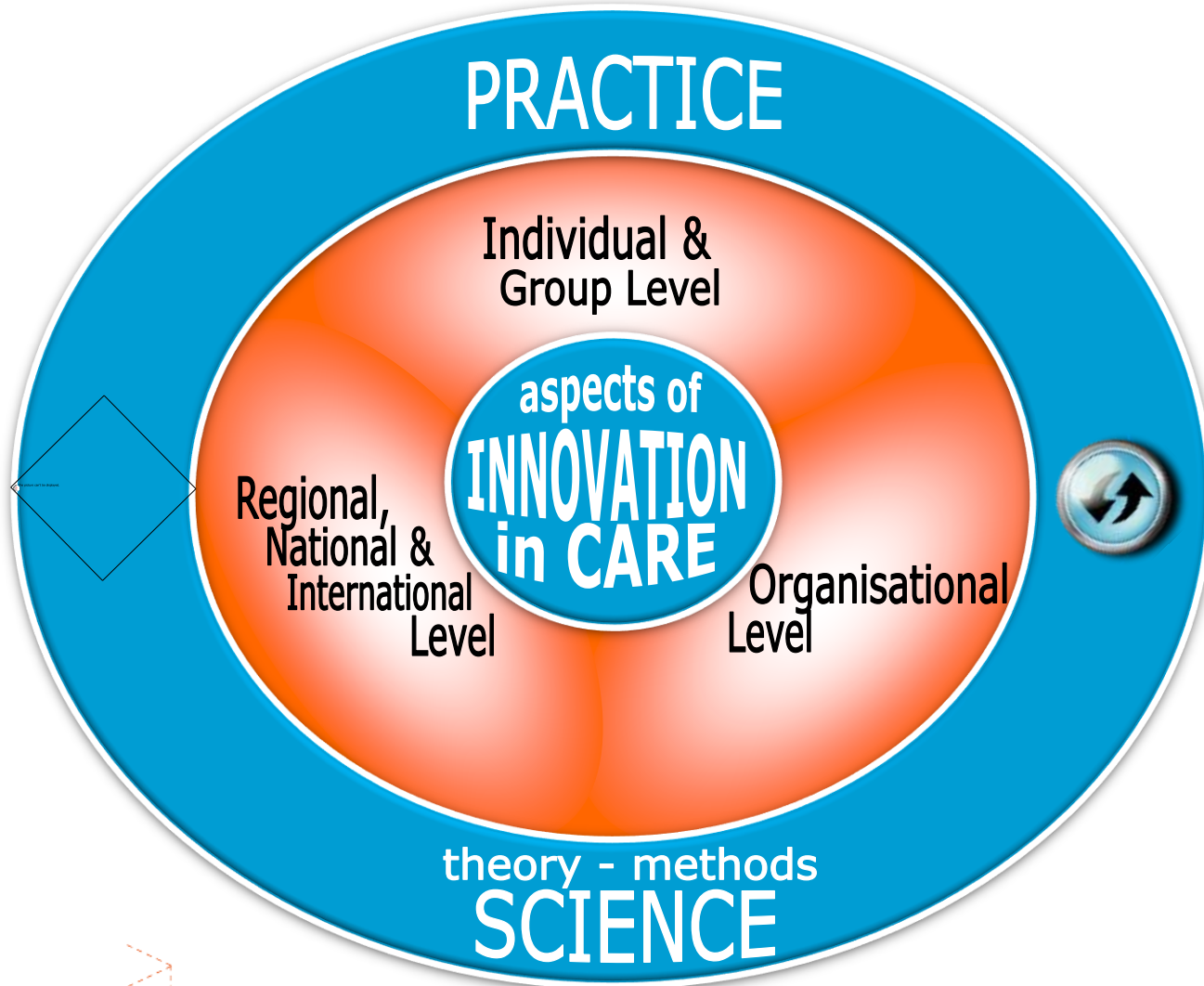
A group of diverse young people, including men and women of various ethnicities, are huddled together in a circle, smiling broadly. The image is viewed from above and has a light blue overlay. The text "Why choose HPIM?" is centered over the group.

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:

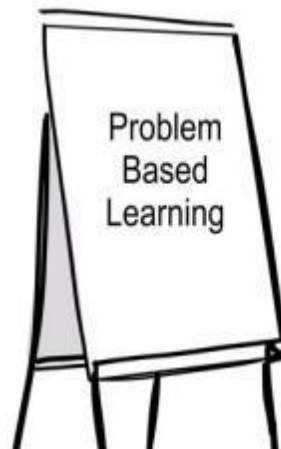
- health economics
- organization
- management
- nursing science
- innovation

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*

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Further information

Further information - pathway

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

- Education
- Master's

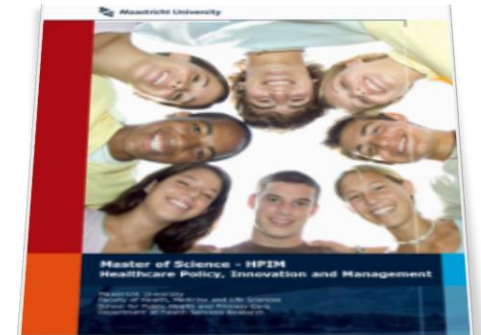
Go to:

- > 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 Giuditta from Italy, **Healthcare Policy, Innovation and Management** master's student

Follow me on Instagram and find out more about my study experiences and my life in Maastricht!

[extramile_giuditta](#)



**Thank you for your
attention.**

**Perhaps we
meet next year!**

Application deadlines to start in September 2020

- **Non-EU/EEA-students**
up to and including 1 May 2020
- **EU/EEA-students**
up to and including 1 June 2020

Admission related questions?

Please visit the stand from the Board of Admission at the information market for a personal talk with our staff members



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



•  +31 (0)43- 388 5798

•  www.maastrichtuniversity.nl/fhml

•  www.maastrichtuniversity.nl/fhml/contact