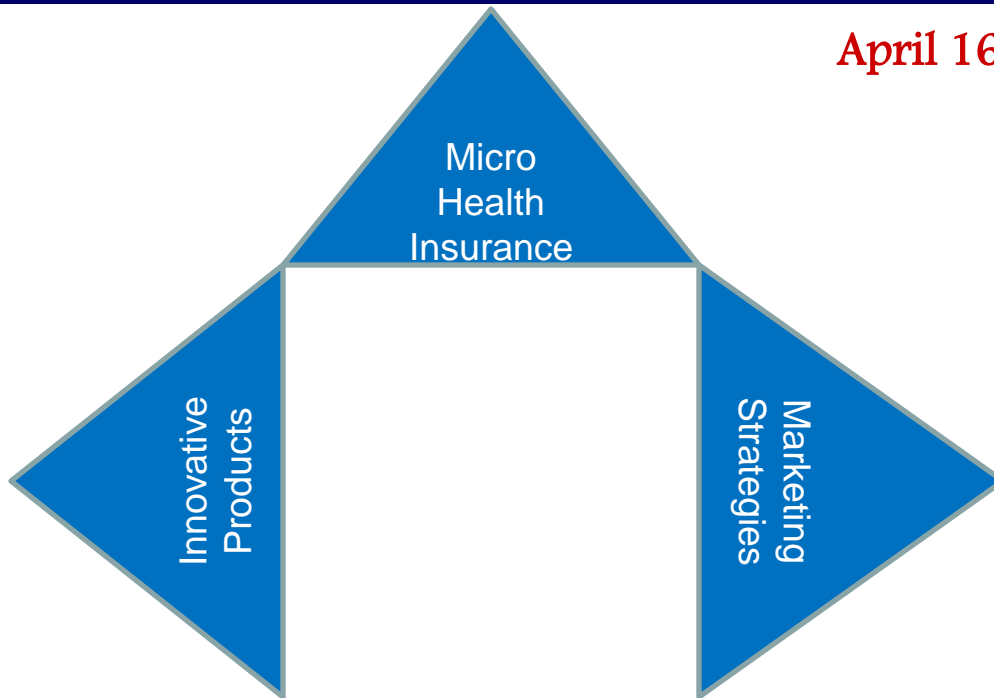


Management Development Programme

MICRO HEALTH INSURANCE & INNOVATIVE PRODUCTS AND MARKETING STRATEGIES

April 16~ 17, 2010



Designed For:

NGO Professionals, Hospital Administrators, Medical Doctors MBBS, BDS, BAMS, Homeopath, Physiotherapists, Nursing personnel, Paramedical, TPA Professionals, Brokers, Health claim managers and insurance Professionals & Healthcare professionals.

About the Organizer

IIHMR New Delhi is an Institution dedicated to improvement in standards of health through better management of health care and related programmes. It seeks to accomplish this through management research, training, consultation and institutional networking in a national and global perspective.

In the context of rapid technological, managerial and environmental changes, it is imperative that practicing healthcare professionals continuously update their knowledge base, acquire and upgrade leadership skills to deal with the fast growing obsolescence through continuing education.

IIHMR's Management Development Programmes are designed to face the technological challenges and help the professionals in broadening their understanding and improving the skill set to deliver their services effectively and efficiently. IIHMR programmes have been planned for health professionals who are involved in health planning, health financing, managing and generating health resources and those who work for ministries of health, government agencies, planning agencies, implementing agencies, public health institutions, non governmental organizations and voluntary agencies.

About the Course

Course Objective

Health insurance is the fastest growing sector in the general insurance arena and so are the career opportunities. It is a mechanism wherein the risk transfer takes place between the insured and the insurer. The understanding of the subject like health underwriting, claims administration, provider management, TPA management, Actuarial & IT. Aspects of Health Insurance will not only help you chose a career in this field but will also enhance your Knowledge & skill.

In today's fast changing business environment managers are required to take tough decisions. The decisions which are taken without properly analyzing the problem at hand can not only enhance the problem but can also affect the top and bottom line of the company. The understanding of research methodology not only help you define the problem but also help you to get the correct answers in a scientific way. Its goes without saying that if you want to be the leader in your industry you need not only create new products and services but also "Knowledge".

Objectives

By the end of the module, the participants will be able

- ✓To understand the basics of health insurance
- ✓To know Indian health care system
- ✓To Know National and international perspective of health insurance
- ✓To know about Micro Health Insurance like RSBY & many more.
- ✓To know about Various Micro Health Insurance Products & Government Policies.
- ✓To Understand the Innovative product in health insurance industry.
- ✓To Know Marketing strategies for Health Insurance
- ✓To understand Health care financing.

Course Outline/Topics

Day 1

- ✓Basics of health insurance
- ✓Indian health care system
- ✓National and International perspective of health insurance
- ✓Micro Health Insurance

Day 2

- ✓Micro Health Insurance Product
- ✓Innovative product in Health Insurance Industry.
- ✓Marketing strategies for health Insurance
- ✓Health Care Financing

Certificate

Certification will be awarded upon successful completion of the programme.

Resource Team

✓**Mr Rajgopal Rudraraju**
Chief Manager Health Mgmt.
Apollo DKV

✓**Dr. G Gandhi**
Senior Consultant, ILO

✓**Prof. Harish Sihare**
Faculty,
IIHMR, New Delhi

✓**Mr. Rohit Kumar**
Regional Manager, Provider
Management, ICICI Lombard

Fee for Indian Participants

Fee for International Participants

Rs. 7500 (Non Residential)

US \$ 300

The programme fee will cover :

- Tuition Fee
- Course study material
- Lunch, Tea/Coffee
- Local hospitality at IIHMR, New Delhi

Fifth delegate will be charged free if there are five delegates from one agency.

Accommodation

The accommodation would be made available on request and money will be charged as follows.

Accommodation on Twin Sharing

Rs. 750/- Per Day

Accommodation on Single occupancy

Rs. 1000/- Per Day

Last date of registration is April 5, 2010 [Limited seats under first come first serve basis]

Note :

- Residential implies boarding and lodging and air-conditioned accommodation with attached bath.
- DD to be issued in favor of “International Institute of Health Management Research” payable at New Delhi
- Programme subject to cancellation due to unavoidable circumstances.
- Course fee does not include the travel cost to & from Delhi and other Personal expenditure.

For registration and queries, please contact : Ms Shikha Bassi (93 12096282)

International Institute of Health Management Research (IIHMR)

Plot No.3, HAF Pocket, Sector 18 A, Phase-II, Dwarka, New Delhi – 110 075

Tel : +91 11 30418900, Mob : 9312096282, Fax : +91 11 30418909