



Diploma in
Hospital Management
Programme
医院管理文凭课程
2008

CEIBS Executive Education: Top 50 for Five Consecutive Years---*Financial Times*
中欧高层经理培训：连续五年《金融时报》世界50强



CHINA EUROPE INTERNATIONAL BUSINESS SCHOOL

中欧国际工商学院

Letter from the Programme Director

Since 1980, China's strong economic growth has enabled its citizens to enjoy an unprecedented level of standard of living and wealth. Consequently, diverging need for health care services have also emerged in China. At this critical juncture of health reform, and in response to these emerging needs, the top decision makers of the hospitals need to contemplate the challenges of how to harvest these opportunities, adjust business strategies in a timely way, and manage the hospitals more effectively.

The DIHMP (Diploma in Hospital Management Programme) builds upon CEIBS Executive Education courses' established strength and offers a rigorous modular programme covering the different areas of management and their application in health care institutions in China. The course presents hospital management from the perspective of a President or General Manager; it reviews the major management disciplines, such as accounting, finance, human resources, marketing, operations, risk management, etc., and links them with integrative modules on business strategy, change management, and project management.

The programme includes 10 three-day modules taught over the span of 18 months. The programme features some CEIBS permanent faculty and specially selected visiting professors from world-leading institutions of health management education. A guest from governmental or consulting organisations presenting the most updated views on the evolving Chinese health care reform panorama complements each module.

I urge you to take this opportunity to attend this year's edition of our Diploma in Hospital Management Programme, and join thousands of other Chinese executives who have already passed through our classrooms making CEIBS the best choice for management education in China.



Jaume Ribera
Professor, CEIBS and IESE Business School
Diploma in Hospital Management Programme Director

课程主任致辞

自1980年以来，中国一直保持了稳定的经济增长。比起20世纪70年代末中国刚刚改革开放时的状况，中国人民的富裕程度和生活水平已经得到了很大的提高。为此，人们对医疗服务的需求也出现了分化。在医疗改革的关键时刻，面对新的需求，医院能否及时把握机遇，适时调整经营战略，对医院进行更有效的管理，这无疑是在医院最高决策者必须思考的问题。

DIHMP（医院管理文凭课程）是在中欧高层经理培训课程业已确立的优势基础上发展起来的，它提供了一套严谨的模块化学习，涵盖了管理学的不同领域以及中国医疗保健机构的实践应用。该课程从院长或总经理的视角分析医院管理的各个层面，包括：会计、金融、人力资源、市场营销、生产经营、风险管理等主要管理领域，并将它们与商业战略、变革管理以及项目管理等综合模块紧密结合在一起。

该课程包含10个模块，每个模块为期三天，学习时间为一年半。该课程的教学任务由中欧国际工商学院的长期教授以及来自全球领先医疗管理教育机构的访问教授担任。在每个模块的学习中还有一个补充项目，即邀请一名来自政府部门或咨询机构的嘉宾，对中国医疗保健体系的改革进行全景剖析并陈述精彩观点。

我恳切推荐您把握这次珍贵的学习机会，到中欧国际工商学院参加本届医院管理文凭课程，加入其它成千上万的中欧学员行列——这些高层经理的亲身经历证明了中欧国际工商学院是中国管理教育的最佳选择。



任杰明
中欧国际工商学院及西班牙IESE商学院教授
医院管理文凭课程主任

中欧教给我的不仅是来自国内外最前沿的理论，更是一种实践的智慧。这种智慧源自中欧提供给我的氛围和视野，源自中欧提供给我的看问题的角度。在中欧，我和来自不同地域、不同学科背景、不同种类医院的同学和教授共同学习、思考和讨论。每一个人都具备很深厚的实践经验和教学经验，从他们身上，我每时每刻都能获得新的启发。我想，这才是我在这里最有价值的收获。

侯生才
副院长
首都医科大学附属北京朝阳医院

CEIBS Hospital Management Programme Advisory Committee

(in alphabetical order of surnames)

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CEIBS' Experience in Hospital Management Programmes

Over the past couple of years there has been increasing reform to the country's health care system. Many individuals that have been promoted to senior administrative positions in hospitals have been promoted based on medical rather than management expertise. There has been an increasing demand for hospital management education programmes. In 2000, CEIBS started a Hospital Management Certificate Programme in cooperation with the China Health Economics Institute (CHEI), Eli Lilly, and Shanghai Pharmaceutical Co. Ltd. This was a one-of-a-kind initiative by the healthcare sector and helped to facilitate the healthcare reforms in China.

In order to further promote executive education in the hospital management sector, the first session of the CEIBS Diploma in Hospital Management Programme was launched in 2003. It aims to equip individuals in senior management positions with a comprehensive and systematic set of international concepts and tools that can be applied to China's healthcare system. The programme facilitates senior hospital administrators to complement their medical expertise with management skills so that they are able to improve their operations as competition increases.

Long-term development and continuous improvement are important principles that CEIBS DIHMP works by. The faculty that teach this programme are composed of CEIBS permanent and visiting professors. The design of the curriculum and some of the teaching activities are at the suggestion of authoritative officials from government agencies related to the industry. Since 2000, CEIBS has published considerable number of cases on various subjects including HR management, financial management, process management, customer management and change management, and more. Such precious resource pools are expected to be fully taken advantage of during the programme so that global management theories and paradigms can be combined with China's healthcare industry. As one of the pioneers in teaching and research of hospital management in China, CEIBS is committed to the maintenance of its leading position in business management education by continuously improving and updating its programmes.

To date, participants of this specific programme have reached over 400. Through lectures and case studies, the participants gained a systematic understanding of modern hospital management practices. They have opportunities to apply what they have learnt to improve their hospital operations. Participants of this programme are recognised individuals in the industry, many of which were promoted or entrusted to further responsibilities during and after their studies from this programme.

The programme will continue its cooperation with Eli Lilly Asia Inc. as it has since 2000. Showing support for the school's programmes, Eli Lilly has established Lilly China Institute Education Fund which will be used towards the development of the CEIBS Diploma in Hospital Management Programme.

中欧医院管理教育顾问委员会成员

(按姓氏音序为序)

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中欧国际工商学院在医院管理文凭课程方面的经验

随着我国医疗卫生体系改革的深化,传统“医而优则仕”的院长任用制度逐渐显现出它的弊病,技术型院长对管理知识和实践的匮乏,使市场对医院管理教育的迫切需求日益凸显。作为亚洲顶尖的商学院,自2000年起,中欧国际工商学院先后与中国卫生经济研究所,美国礼来亚洲公司,上海医药股份有限公司合作开设“医院管理课程”,这一举措开创了我国医药行业的先河,进一步促进了我国医疗保健行业改革的深化。

为了更好地推广医院管理领域的高层教育,凭借其成功开设医院管理课程所积累的丰富经验,中欧于2003年推出了首届中欧医院管理文凭课程,面向全社会公开招生。该课程是中欧本着以行业为导向的原则而开发的重点课程,其宗旨是为中国医院的院长提供全面、系统的医院管理理念,并将国际化的管理手段运用于中国医疗体制下的医院管理实践之中。同时,该课程也为院长从技术型转向管理型,并在日益复杂的市场环境下更好地经营和管理医院做好充分的准备。

长期发展和持续完善该课程是中欧在开设医院管理文凭课程过程中一贯坚持的重要原则。课程由中欧国际工商学院的资深教授和来自世界各地知名商学院的客座教授共同执教,并且邀请中国政府机构权威官员参与课程内容设置和部分教学活动。此外,自2000年以来,中欧在中国医院的人力资源管理、财务管理、流程管理、客户管理、变革管理等方面已经开发了众多案例,以期课程兼收并蓄,把全球管理教育经验和中国医疗产业特色相结合。这也证明中欧在中国医院管理领域的教学和研究方面一直走在前沿,并将为保持其领先地位继续对课程进行改进和完善。

迄今为止,参加医院管理文凭课程的学员已达四百余人。通过课堂理论学习与案例分析,他们对医院管理有了系统的认识,并将所学知识充分运用到日常工作中。他们的管理能力和领导技能不断提高,得到上级主管、同事、下属及病患者的称赞和认可。很多学员在学习期间,已经得到提升,被上级委以重任。

此外,课程将继续与美国礼来亚洲公司自2000年起的精诚合作,并得到了礼来中国学院教育基金的大力支持。

Diploma in Hospital Management Programme

Start Date: March 2008 (Modular) / **Location:** Shanghai / **Fee:** RMB 168,000

Objective

The programme has two major objectives:

- >> To equip participants with the new skills and competencies they will require to face the challenges of hospital management
- >> To broaden their mindset and develop new ideas to manage hospitals effectively

Specifically, it aims to help participants develop appropriate strategies for:

- >> Implementing government health policy whilst responding to the specific and changing demands of the local population
- >> Establishing vision and mission - formulating and implementing strategic plans for the hospital to stay competitive
- >> Creating effective management systems which allow hospital management to monitor and observe the performance of key hospital processes, organisation arrangements, people and resources
- >> Understanding how to respond positively when performance is inadequate and change becomes necessary

Who Should Attend

The programme targets Presidents, Vice Presidents, senior executives of hospitals, hospital investment and management companies and healthcare administrations.

Programme Structure

The programme consists of three parts and lasts 18 months.

- >> Part 1 - 10 modules: Each three-day module will focus on one key area and cover a range of topics related to the key area.
- >> Part 2 - Guest speakers, hospital visits and discussions: to enhance mutual understanding and cooperation.
- >> Part 3 - Two graded assignments: The Diploma will only be awarded to participants who have attended all the modules and completed the assignments.

Programme Coverage

Each module will illustrate best practice in hospital management worldwide and then relate that best practice to the Chinese environment. The teaching approach will focus on:

- >> Presentation of the latest thinking on the subject matter
- >> Establishment of a theoretical context
- >> Distribution of practical toolkits and instruments to enable participants to implement theories in their own hospitals
- >> Visits to benchmark hospitals

对于医院来说，选择胜任的院长至关重要，而院长自身的知识更新、理念更新同样非常重要，因此，我参加了中欧开设的医院管理文凭课程。在学习期间，我不仅有与同行交流，而且通过外籍教授的授课，获得了最新的国际医院管理资讯。尤其是案例分析的部分，开阔了大家的思路，收获很大。各模块的内容非常丰富，其中有的内容，我已经结合自己医院的实际情况和中国国情加以运用，并在同行中开设讲座，共同分享学习的成果。

陈险峰
副院长
南京鼓楼医院

医院管理文凭课程

时间：2008年3月开课（模块制）/ 地点：上海 / 费用：168000元

课程目标

本课程有两大目标：

- >> 使学员掌握必要的新技能和竞争能力以迎接医院管理所遇到的挑战
- >> 开拓他们的思维，培养新思路，使他们更有效地管理医院

它的具体目标是帮助学员制定适当的战略以：

- >> 实施政府制定的医疗政策，对地方医疗需求的变化及时作出反应
- >> 设定医院使命和远景目标，筹划和执行战略计划，使医院更具竞争力
- >> 建立有效的管理系统，使医院领导及时监督并观察其关键业务、组织安排、人员管理和资源利用的进程
- >> 了解如何积极进行改革，提高医院管理绩效

课程对象

本课程的招生对象为医院的院长、副院长、极具潜质的中高层管理人员、医疗投资管理公司和医疗行政机构的高层管理人员。

课程设置

课程分为三个部分，时间跨度为18个月。

- >> 第一部分 - 十个模块。每个模块为期三天，将着重讲述一个关键领域，并涉及该关键领域内的一系列主题。
- >> 第二部分 - 嘉宾讲座、院际交流、医院参观与研讨活动。通过这些活动，使院与院之间加强了解，增进合作与交流。
- >> 第三部分 - 2份评分作业。学员只有参加所有模块的学习，并完成所布置的作业后才能获得文凭。

课程内容

每个模块将举例说明全球医院管理中的最佳实践，并将结合中国的实际环境。教学方法将侧重于：

- >> 有关主题的最新思考
- >> 建立理论框架
- >> 传播实用工具，让学员能够在自己医院的工作实践中应用所学到的理论

初进中欧，感慨于中欧建筑的黑白和谐，感慨于中欧严谨、认真而又不失活泼的治学态度。我感受的中欧精神就如他的标志——“合”的自然，和谐，让所有的激情与宁静、竞争与合作、团队与个人能够得到一种动态的平衡。走出中欧，我的脚步踏实而坚定。我将以“厚德、博学、传承、创新”为宗旨激励自己和我的团队施仁心之术、行医者之道。感谢中欧，能成为中欧的一员，我感到自豪和荣耀。

虞坚尔
院长
上海市中医医院

作为享誉全球的世界级商学院，校园美丽如画，师资国际一流，学生五湖四海，员工勤奋敬业，高尚的办学理念，结合实际课程，启发式教学互动，优秀管理和服 务，融贯中西，这一切都给我们留下永恒的回 忆。有幸聆听许多权威教授的生动讲 课、言传身教，与同学们分析案例、热烈讨论，充分了解世界和我国医疗卫生事业的现状，深刻思考探索未来的发展，努力学习如何进行现代化医院管理……扩大新视野，诱导新思维，碰撞头脑火花、分享知识智慧，合作交流，汲取营养，当然受益匪浅、收获巨大。

秦叔逵
解放军南京八一医院副院长
全军肿瘤中心主任

Programme Coverage 课程内容

Module 1: Understanding the Health System

This first module explores the context of hospital management. It reviews the responsibilities of defining and running a health system, its challenges and current reforms, including the stewardship role of the ministries, the leadership role of hospital presidents and the growing pressures from patients. The module compares the basic structure of health systems in different countries and their performance measures, as seen from international health organisations. It presents the main lines of health system reforms both in China and other countries and the tools used, with an evaluation of their effectiveness.

Module 2: Hospital Human Resources Management

This module seeks to illustrate that human resources are the key asset in any organisation. It analyses how to gain competitive advantage from our key asset. It proposes that the ultimate purpose of management is human achievement and demonstrates ways of enhancing commitment amongst the staff to the hospital's strategic goals.

Module 3: Finance, Management Accounting and Control Systems

In this module we aim to give participants an awareness of the importance of appropriate financial control mechanisms. We will illustrate the key principles of management accounting to enable hospital presidents to obtain information to evaluate the performance of their hospital and make rational plans for future development.

Module 4: Managing Hospital Processes

A hospital, like any other organisation, must define, measure, manage and improve its processes. The module presents the fundamental parameters of a process and the levers to manage it. It reviews process capacity, bottleneck management, productivity and quality issues, as well as pharmaceuticals purchasing, and personnel resources planning and scheduling.

Module 5: Marketing for Hospitals

Marketing was not a term usually associated with hospital operations, but it is now. The environment in China is moving towards that of a socialist market economy. The aim of this module is to give participants an understanding of the basic concepts of internal and external marketing and examines how it is essential for hospital presidents to develop, implement and evaluate their own marketing plans.

Module 6: Project Management and Implementation in Chinese Hospitals

Projects, the specific endeavors to create a unique product or service or to change the existing processes, usually consume most of the hospital managers' time. In this programme we will evaluate the life cycle of a project and present useful tools to improve its management. The module also covers the application of project management in China's hospitals.

模块1：国内外医疗体系综述

该模块主要探讨医院管理的背景环境。该模块对医疗体系的各个方面进行了综述：从医疗体系的定义和管理责任、医疗系统遇到的各种挑战和当前面临的各种变革，包括上级部门的管理作用，各医院院长的领导作用，以及来自病患人员的越来越大的压力。该模块中对不同国家医疗卫生体系的基本结构进行了对比，并从国际卫生组织的角度比较了它们的绩效衡量手段。该模块还对中国和其他国家所进行的医疗制度的改革进行了大概总结，同时分析了改革所使用的工具，对这些工具的有效性进行了评估。

模块2：医院人力资源管理

该模块意在说明，在任何组织中人力资源都是最关键的资产。该模块分析并阐述了应如何借助我们的关键资产获得竞争优势，并认为管理的最终目的是人的成就，因此该模块中列出了多种方法以提升员工对医院战略目标的责任感和投入。

模块3：医院财务、管理会计与控制系统

在本模块中，我们的目标是使学员意识到财务控制体系的重要意义。我们将通过示例说明管理会计的关键准则，从而帮助医院院长获得足够的信息对医院业绩进行评估，为医院未来的发展制订合理的规划。

模块4：医院流程管理

如同任何组织一样，一所医院必须对它的业务流程进行定义、衡量、管理和不断改进。该模块给出了一个流程的各个关键参数，以及对流程进行管理的方法。此外，本模块中还分析了医院整个流程的处理能力、瓶颈管理、工作效率与质量问题等等，以及医药采购、人力资源规划和时间安排。

模块5：医院营销之路

过去谈起医院经营，很难与市场营销这个词联想到一起，而现在则不同，中国的医院正在面对更多的挑战和机遇。如何清晰地自我定位，打造自己的品牌，提高知名度，是医院管理层需要面对的问题。该模块的重点是让学员能够理解内外部营销的基本概念，并分析由管理层制订、实施和评估医院营销计划的重要意义。

模块6：项目管理在医院中的应用

项目是为了创造一种独特的产品或服务或者为了改变现有的流程而特别投入的一项工程。包括项目筛选，明确需求，建立目标，制定工作细分结构，职责分派，风险评估与管理，团队合作，时间与成本估算，网络计划模型，监督进程和项目结束后的回顾。我们将对一个项目的生命周期进行评析，并给出一些有益的工具来改进管理，同时也展现项目管理在中国医院如何应用。

通过十个模块的学习，对原本管理上不清晰问题的认识有了很大提高，比如人力资源、项目管理、变革管理。把课堂学到的知识，结合医院工作实际，进行了有效的探索，显现出效果。感谢中欧给我知识和力量，使我在的知识水平得到了提升。中欧的这段学习时光是值得纪念和回味的，感谢学校和同学们！

刘宏
院长
青岛市第八人民医院

Module 7: Developing and Implementing Strategy

This module will focus on key issues in hospital management, such as acquiring and maintaining a long-term competitive edge; developing and implementing strategies effectively; and improving overall management capabilities to avoid medical malpractices. Apart from the interpretation of most important theories, ideas and tools in strategies as well as in hospital management, we will consolidate and internalise these knowledge and skills through case analysis, group discussion and individual exercises. While drawing from the successes of Western experiences, we will also explore these practices with the realities of China's health care environment and to apply them innovatively.

Module 8: Leading Change

In each module we will have tried to illustrate ways of improving the effectiveness of your hospital; any improvement will by definition involve change. Many initiatives for change fail because of the lack of a coherent strategy for change. This module will illustrate examples of organisations that have gone through transformational change successfully. We will focus on key success factors in the implementation of change in a hospital environment. Some Chinese and foreign experts will present successful experiences in hospital management or reform and will share their lessons with participants.

Module 9: Managing Risk

A hospital faces many different types of risks, some of them very obvious, ending in litigation, and others, hidden from managers' view but as dangerous as the visible ones. This module provides participants with a model for risk management, starting with the definition and evaluation of possible outcomes and probabilities, the prioritisation of risks, the development of actions to eliminate or mitigate them and the creation of the corresponding organisational structures to make this risk management effective and sustainable.

Module 10: Managing Customer Service and Innovation

This module will present a framework of analysis of service delivery institutions focusing on external and internal customers. It will explore the advantages of considering and treating patients as customers, and how the organisation can define, manage and measure its processes to leverage this service perspective. Moreover, it will deal with how innovations can enhance both patient and employee satisfaction. We will look at total quality management systems worldwide and analyse the relevance of these systems and processes to the Chinese environment in order to improve both patient and personnel satisfaction.

模块7：医院战略的制定与执行

本模块的内容设置围绕着医院经营的一些关键问题，如：如何获取并长期保持竞争优势？如何制定战略并有效实施？如何提高医院的综合管理能力并避免医疗事故？我们除了将向学员阐释战略领域最重要的并对医院管理最有价值的理论、观念和实战工具以外，还将通过案例分析、小组讨论和个人练习来固化与内化这些知识和技能。在借鉴西方成功经验的同时，我们也将着重探讨如何将其理论与实践经验与中国实际的医疗经营环境相结合，并创造性地加以运用。

模块8：领导力与变革管理

在每个模块中，我们都会力争通过范例说明改进医院服务效果的方式，然而，任何改进的努力都要涉及变革。很多变革的努力之所以遭遇失败是因为缺乏前后协调的战略。所以在这个模块中，我们告诉大家一些成功的组织如何成功地进行了变革。我们将重点讨论在医院环境下变革实施成功的关键因素。部分中外专家将向学员讲述他们在医院管理和改革方面的成功经验，并与大家分享他们的心得与教训。

模块9：医院风险管理

一所医院会面临各种各样的风险，有的风险很明显，最终以诉讼结束；而有的风险则暗藏其中，不为经理人所察觉，但其危险性却同样高。该模块为学员提供了一个风险管理的模型，涉及风险管理的各个方面：从风险的定义到评估各种可能的结果和概率，从确定不同风险的轻重缓急，到制订行动计划来消除和减少风险，直至涉及如何建立相应的组织结构来保证风险管理的有效性和延续性，以及病人安全问题。

模块10：客户服务管理与创新

该模块将给出一个对服务组织的分析框架，着重在外部客户和内部客户。探讨把患者视为客户的优点所在，以及组织应当如何利用这一服务新视角来定义、管理和衡量它的各项流程，并通过创新提高患者与医院员工的满意度。我们将关注世界各地的全面质量管理体系，并分析这些体系和流程对于中国医疗体系的相关性。

Assignments

The assignments focus on both theoretical knowledge and practice, aiming to enable the participants to:

- >> Better understand the key factors delivered in the programme
 - >> Enhance the operation management effectiveness of participants' respective hospitals by applying what they have learnt
- The participants are required to submit two assignments during the programme.

Language

The programme will be taught either in English or Chinese depending on the background of professors. When taught in English, Chinese interpretation will be provided. The teaching materials will all be in Chinese.

Date and Location

The programme will be held at the CEIBS campus in Shanghai. The first module will start in March 2008, and the other modules will be run at intervals of 4-6 weeks. The whole programme will last 18 months.

Fees

The cost of the programme is RMB168,000, which includes tuition, case licensing fee, translation and interpretation fee, lunches, course material, stationery and other related expenses.

Programme Certification

Participants who successfully complete the entire programme and the two assignments are awarded the CEIBS Diploma in Hospital Management.

Admission Procedures

- >> Fill out and submit the application form
- >> CEIBS interview (incumbent Presidents and Vice Presidents may be exempted from interview)
- >> Eligible candidates will receive admission notices

How to obtain further information

For more details about CEIBS Diploma in Hospital Management Programme, please contact our Admission Office.

Ms. Angela Liu
Tel: 021-28905301
Fax: 021-28905183
E-mail: langela@ceibs.edu

作业

作业重在理论联系实际。作业的设计旨在让学员能够：

- >> 更深入地理解课程中讲授的一些关键要素
 - >> 运用所学知识提高各自医院的经营管理效力
- 学员必须根据课程要求，完成二份作业。

授课语言

根据授课教授的背景，课程将分别用中文或英文讲授。如用英文讲授，配有中文翻译。课程材料为中文。

时间和地点

课程将在中欧国际工商学院上海校园开设。第一个模块开始时间为2008年3月，各模块的时间间隔约4 - 6周，整个课程历时18个月。

费用

课程费用为人民币168000元，其中包括学费、案例使用费、口笔译费、午餐费、材料费、文具及其他相关费用。

证书

学员在参加完所有模块的学习并按要求完成所布置的两份作业后，将被授予中欧国际工商学院医院管理文凭，否则将只获得结业证书。

申请及录取

- >> 申请人完整填写报名表并寄回中欧国际工商学院医院管理文凭课程招生办
- >> 面试（在职院长、副院长可享受免试入学）
- >> 发放录取通知书

如何索取详细信息

如需了解有关医院管理文凭课程的具体信息，请直接联系课程招生办。

刘怡老师
电话：021-28905301
传真：021-28905183
电子邮件：langela@ceibs.edu

Selected Faculty

(in alphabetical order of surnames)

Willem Burgers

Professor Willem Burgers holds Ph.D. of Michigan State University. He is Bayer Chair Professor in Strategy and Marketing at CEIBS. He teaches marketing and strategy both in the (EMBA and in the Executive Education programmes. He also teaches industrial marketing in executive programmes at Columbia University. His research focuses on cooperative strategy and marketing strategy. He has designed and delivered in-company programmes companies such as Kodak, Lufthansa, Novartis, LVMH, BASF, GE, BBK, Boshi Fund, Digital China, Siemens, Honeywell, HP, Nokia, Motorola, Electrolux, BAT, Jiangnan Shipyard, Bright Dairy, Pudong Municipal Government, China Unicom, Ping An Insurance, Yili Group, Bayer, Lenovo, IBM etc.

Chen Jie

Professor Chen Jie holds Master degree of Shanghai Medical University and is visiting scholar in Harvard School of Public Health. She now teaches at school of Public Health in Fudan University, and is member of Chinese Hospital Administration Association. Her research interests focus on health policy and management, hospital management, standardised management of medical care quality and cost based on DRGs, price study on medical services, policy study on medical equipment development, medical technology assessment, clinical epidemiology, environmental hygiene, environmental toxicology, toxicokinetics of the complexing agent of phosphonate (HEDP) and environmental health epidemiology.

Christina L. Ahmadjian

Professor Christina L. Ahmadjian holds Ph.D. in Organisational Behaviour and Industrial Relations from the University of California at Berkeley and M.B.A. from Stanford University. She is Professor at Hitotsubashi University's Graduate School of International Corporate Strategy. She was an Abe Fellow and Foreign Research Scholar at the Institute of Social Sciences, University of Tokyo. Her research interests are corporate governance, organisational change in global environments, comparative institutional analysis in East Asia, interorganisational networks, and Japanese business and economy.

David Young

Professor Young holds D.B.A. in Administrative Systems from Harvard Business School and M.A. in Economics from University of California at Los Angeles. He is Visiting Professor at CEIBS and Professor of Accounting and Control at Boston University School of Management, and as Director of the Health Care Management Programme there. He has been an adjunct professor at Harvard University, teaching Chiefs of Clinical Service, Health Systems Management, and Leadership Development for Physicians. He served as a gubernatorial-appointed commissioner and chair of the Massachusetts Hospital Payment System Advisory Commission and he is widely published in the health policy and management literature.

Ge Dingkun

Professor Ge received his Ph.D. degree in Strategy and Entrepreneurship, with an M.S. degree in Marketing from the University of Illinois at Urbana Champaign. He is Assistant Professor of Strategy and Entrepreneurship at CEIBS. His teaching interests focus on strategies for sustainable corporate growth, entrepreneurship, innovation and corporate entrepreneurship. His research interests include sustainable corporate growth, organisational learning, knowledge transfer and corporate innovation, entrepreneurship (venture capital investment, new venture creation and new venture growth), strategic alliances & inter-firm network relationship. He has won awards and acclaims in national and international competitions.

Howard Ward

Professor Ward is Professor of Management at CEIBS. Prior to working with CEIBS, he was employed by Manchester Business School. His teaching activities are in the field of managing change, organisational behaviour, leadership, cross-cultural teambuilding and human resources. He has designed and delivered in-company programmes companies such as Atofina, Sanofi-Aventis, Novartis, Roche, Eli Lilly, Shanghai Pharmaceuticals, Four-Ring Pharmaceuticals, Celstar, Bayer, Pfizer, Peking University 3rd Hospital, Jiangzhong Group, GE Healthcare, Goldpartner Biotech, BMS etc.

部分教授

(以姓氏音序为序)

柏唯良

柏唯良教授拥有密歇根州立大学博士学位，现任中欧国际工商学院拜耳市场战略联席教授。他为中欧高层经理培训课程、MBA和EMBA课程讲授市场营销学与战略学课程，同时他还在哥伦比亚大学为高层经理讲授工业营销学课程。他的研究与著述集中于合作战略和市场营销战略领域。他曾为的许多公司设计及讲授公司特设课程，如柯达、汉莎、诺华、路威酩轩、巴斯夫、通用电气、步步高、博时基金、神州数码、西门子、霍尼韦尔、惠普、诺基亚、摩托罗拉、伊莱克斯、英美烟草、江南造船、光明乳业、浦东新区政府、联通、平安保险公司、伊利、拜耳、联想、IBM等。

陈洁

陈洁教授是上海医科大学医学硕士、美国哈佛公共卫生学院访问学者。她目前在复旦大学公共卫生学院执教，还是中国医院管理协会会员。她的研究领域包括卫生政策和管理、医院管理学、按病种医疗成本和质量的标准化、医疗服务价格研究、医疗设备发展中的政策研究、医学技术评估、临床流行病学、环境卫生学、环境毒理、有机磷络合剂毒物动力学、环境流行病学。

Christina L. Ahmadjian

Christina L. Ahmadjian教授是加州大学柏克莱分校组织行为与产业关系博士及斯坦福大学工商管理硕士，现任日本一桥大学国际企业战略学院教授，她曾在东京大学社会科学研究所担任客座研究员。她的研究领域是公司治理、全球化环境下的组织变革、东亚的比较制度分析、组织间网络及日本商业与经济。

David Young

David Young教授拥有哈佛大学行政管理系统博士学位及洛杉矶加州大学经济学硕士学位，现任中欧国际工商学院客座教授和波士顿大学管理学院会计与控制学教授。他曾在波士顿大学担任医疗保健管理课程主任。他一直是哈佛大学的特聘教授，教授临床服务主管课程、医疗系统管理课程和医师领导艺术培养发展课程。他曾担任马萨诸塞州医院支付体制顾问委员会的委员兼主席，并在医疗保健政策和管理方面发表了大量的著作。

葛定昆

葛定昆教授拥有美国伊利诺伊大学香槟分校博士和硕士学位，现任中欧国际工商学院战略和创业学助理教授。他的教学领域包括可持续的企业发展战略、创业学、企业创新及大企业内部创业等。他的研究领域主要包括企业发展战略、组织学习、知识转移、企业创新、战略联盟以及公司间关系、风险投资和价格战略。他的学术成果曾在国际和美国国家级的竞赛中屡获殊荣。

霍华德

霍华德教授是中欧国际工商学院管理学教授，之前，他一直执教于英国曼彻斯特商学院。他的教学活动主要涉及变革管理、组织行为、领导艺术、跨文化团队建设和人力资源。他曾与很多医疗保健行业的公司合作开发了公司特设课程，包括阿托菲纳、赛诺菲-安万特、诺华、罗氏、礼来、上药集团、四环制药、赛达、拜耳、辉瑞、北京大学第三医院、江中集团、通用医疗、黄金搭档、百时美施贵宝等。

中欧的学习使我在理论上大大提高，许多案例、问题，都是我们平时工作中遇到过的，在中欧学习的最大受益是，把实际事件、医疗事件、医疗管理问题，更理论化、更精确化、更系统化。

毛伟敬
党委书记、副院长
浙江省肿瘤医院

在中欧的学习收获很大，教学内容安排合理，课程内容新且实用。教学方式灵活有效，提问、讨论、案例教学。教务方面保障到位，好的学习环境，敬业的班主任，师资力量也很强。

吕一刚
副院长
上海长征医院

Karen Brown

Professor Brown received her M.B.A. and Ph.D. from University of Washington, U.S.A. She is visiting professor at CEIBS and Professor of Operations and Project Management at Thunderbird, The Garvin School of International Management. Prior to her move to Thunderbird, Professor Brown taught at the University of Washington for six years and Seattle University for sixteen years, serving as a faculty member, department chair, and associate dean. She has been recognised on several occasions for excellence in teaching, and her courses on project management were awarded the First Prize in the prestigious Instructional Innovation Competition hosted by Decision Sciences Institute.

Lei Haichao

Professor Lei received his Ph.D. in Healthcare Economics from Shanghai Medical University. He is now working for the Ministry of Health for the study of health policies and healthcare reforms. He is a member of the WHO's Scientific Health Care HR Planning Committee, as well as their Western Pacific Expert Consulting Committee for Health Care Research. Dr. Lei is also an advisor to the World Bank on the reform for China's public health care system, and a professor and supervisor of graduate students at the Capital Medical University and Shandong University. He is also the vice president of the Beijing Hospital Association. He has authored 5 academic books and textbooks. His research interest include health economics, health care reform and hospital management.

Magdalene Rosenmüller

Professor Rosenmüller received her Ph.D. in Health Policy from London School of Hygiene & Tropical Medicine and Doctor of Medicine from Université Louis Pasteur at Strasbourg France. She is visiting professor at CEIBS and Lecturer and Researcher at IESE Business School. She has significant experience in providing consulting and research activities include health policy and stewardship, reform implementation, evaluation of technical assistance, health financing, health information systems, health expenditure surveys, financial sustainability of health interventions, hospital management, quality improvement and monitoring systems, and project management.

Jaume Ribera

Professor Ribera received his Ph.D. in Industrial and Systems Engineering from University of Florida, U.S.A. and Ph.D. in Engineering from Polytechnic University of Catalunya, Spain. He is Port of Barcelona Chair Professor of Logistics at CEIBS and Professor of Production, Technology and Operations Management at IESE Business School. He focuses his research interests on the design and improvement of production and operations systems in both manufacturing and service sectors, supply chain management, information systems in operations, etc. He is the President of the European Operations Management Association and also a consultant for the European Union and the World Bank.

Song Ruilin

Professor Song received his Executive M.B.A. from CEIBS. He is Deputy Director of Department of Education, Science, Culture and Public Health of the Legislative Affairs Office of the State Council, President of CEIBS Medical & Health Care Industry Student Association, and Research Fellow of the International Research Centre for Medicinal Administration of Peking University, and Guest Professor of Peking Union Medical College. Ever since the establishment of the Bureau of the Legislative Affairs under the State Council, Mr. Song has been engaged in legislative review and research on public health and medicine. He is currently member of the National Committee on the Assessment of the Protected Traditional Chinese Medical Products, council member of China Pharmaceutical Association and Chinese Health Law Academy, and standing council member of China's International Travelling Health Association and (Macao) International Association of Chinese Medicine.

Zhuo Xiaoqin

Mr. Zhuo Xiaoqin holds the current positions of Deputy Chief Editor and Head of the Editing Department in China Health Law. Previously he taught at China University of Political Science and Law. He began to study medical law since 1985 and joined in the health law-making work in Ministry of Health since 1989. Thereafter, he has been a law consultant since 1995 for many institutions, such as Medical Care Supervision Agency of Beijing Municipal Health Bureau, Department of Health of Hainan Province, Health Bureau of Haikou City, Health Bureau of Huizhou City, etc. He not only provided valuable guidance for these institutions but also participated in the actual supervision and implementation of medical law. His research area covers a variety of subjects, such as health jurisprudence, hospital management, medical care management, medical philosophy, medical ethics, clinical medicine, and medical jurisprudence, etc.

Karen Brown

Karen Brown教授拥有美国华盛顿大学工商管理硕士和博士学位，现任中欧国际工商学院客座教授及雷鸟加文国际管理学院生产经营与项目管理教授。在加入雷鸟之前，她曾分别在华盛顿大学和西雅图大学执教了6年和16年，其间曾担任教授、系主任、以及副教授。她以其杰出的教学多次受到表彰，在决策科学学院负有盛名的教学创新竞赛中，她的项目管理课程曾荣获一等奖。

雷海潮

雷海潮教授是上海医科大学卫生经济学博士，首都医科大学、山东大学研究生导师、教授，任世界卫生组织卫生人力资源科学规划委员会委员、世界卫生组织西太区卫生研究咨询委员会委员、卫生部卫生装备管理专家组专家、中国医疗保险分会常务理事、北京卫生经济学会副会长、北京医院协会常务理事等学术职务。他担任《中华医院管理杂志》等5家学术期刊常务编委，主要研究领域是卫生经济学、卫生改革与医院管理等。

Magdalene Rosenmüller

Magdalene Rosenmüller 巴斯德大学医学博士学位，现任中欧国际工商学院客座教授和西班牙IESE商学院讲师及研究员。她拥有丰富的咨询经验，主题包括健康政策和管理、改革的实施、对技术援助的评估、医疗活动的融资、卫生信息系统、医疗支出调研、医疗介入的财力可持续性、医院管理、质量改善及监控系统和项目管理。

任杰明

任杰明教授拥有佛罗里达大学工业与系统工程博士学位及西班牙加泰罗尼亚科技大学工程专业博士学位，现任中欧国际工商学院巴塞罗那港物流学教授及西班牙IESE商学院生产经营管理教授。他的研究领域包括制造与服务业生产与经营系统的设计与改进、供应链管理、信息系统运作等。他是欧洲运营管理协会主席，并曾担任过欧盟和世界银行的咨询顾问。

宋瑞霖

宋瑞霖教授拥有中欧国际工商学院工商管理硕士学位，现任国务院法制办公室教科文卫司副司长、北京大学医药管理国际研究中心研究员、中欧国际工商学院医药健康产业同学会会长及协和医科大学客座教授。自国务院法制局成立后，他一直从事卫生医药方面的立法审查和研究工作，几乎参与了卫生立法方面的所有活动。他还是国家中药保护品种评审委员会委员、中国药学会理事、中国国际旅行健康协会常务理事、（澳门）中华医药国际促进会常务理事、中国卫生法学会理事。

卓小勤

卓小勤先生现任《中国卫生法制》杂志副主编、编辑部主任。他曾在中国政法大学任教。他自1985年开始研究医疗法学，1989年开始参加卫生部的卫生立法工作。1995年起分别担任北京市卫生局医政处、海南省卫生厅、海口市卫生局、惠州市卫生局等行政机关的法律顾问，指导并参与医政监督执法工作。他的研究领域包括卫生法学、医院管理学、医政管理学、医学哲学、医学伦理学、临床医学和法医学等学科。

这次学习经历让我们更重视对医院的战略做前瞻性的分析。各个模块的知识都非常有帮助，促使我们对医院管理进行总结和反思，同时也对医院管理有了系统的认识，为从技术型院长到管理型院长的转型，以及在严峻的市场中如何管理和运营一家国立医院做好充分的准备。

李宏为
院长
瑞金医院

参加中欧医院管理文凭课程的收获非常大。身为民营医院集团的管理者，无论是从拓展知识层面还是丰富眼界方面，都很有帮助。

焦安国
董事长
上海建安（集团）医院投资管理有限公司

Contact Us

Customer Service Team
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