



SUMMER PLACEMENT REPORT 2013-14

**GOA INSTITUTE OF MANAGEMENT, RIBANDAR, GOA
HEALTHCARE MANAGEMENT**

4/30/14

GIM- HEALTHCARE MANAGEMENT:

Professionally trained healthcare managers as a part of healthcare workforce has always been realized as a crucial building block for health systems of any country. India's healthcare, till a decade back, being perceived to be a work of government or charity, has never emphasized on creating professional managers in healthcare. The situation however has seen a dramatic change with influx of huge private investments in healthcare, both from Indian and International corporates. The sector has undergone unprecedented development in number of corporate hospitals matching international standards, use of high end-latest medical technologies, emergence of health insurance as a prominent healthcare funding mechanism, increasing reliance on IT systems, increased government spending on health and matching growth in pharmaceuticals. Within a decade to fifteen years, Indian healthcare sector has transformed itself to a level where it is positioned to be amongst most preferred medical tourism destination in world. However, good quality healthcare managers required to cater to these rapid developments has been produced with much lower pace than required. This difference has created a vast gap between demand and supply of healthcare managers in Indian healthcare market, which is supposed to grow further in near future.

GIM-Healthcare Management programme has been conceptualized and initiated after carefully researching the demand, and attributes needed by industry in future healthcare managers. The programme offers wide scope across different domains of health care sector that includes Hospitals, Pharmaceuticals, Public Health, Healthcare Insurance, Health Information technology, Medical devices as well as Health care consultancy. The two year fully residential programme is approved by AICTE and is designed to provide optimum mix of classroom and practical learnings under the able guidance of faculty composed of best from academics and industry.

The program initiated in June 2013 with a batch size of 49 students of varied background and from different parts of India. After successful completion of first year GIM is ready for intake of their second batch in 2014.

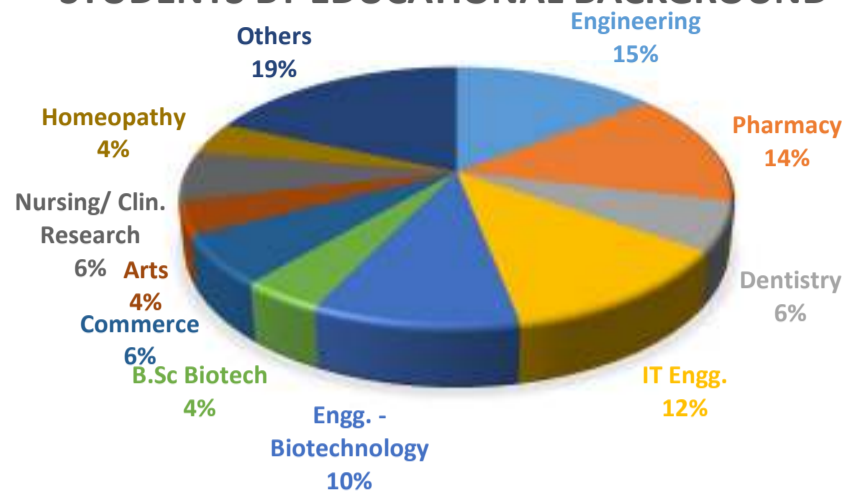
SUMMER PLACEMENT REPORT:

Summer placement is an important and integral part of GIM healthcare management programme, where students are placed in healthcare organizations for 2 months to learn practicalities and also to get exposed to the real world of healthcare. **We are proud to state that the first batch of GIM-Healthcare Management has secured 100% summer placement in reputed healthcare companies across the country.** Talent each students gained during their first year clubbed with the rigorous effort of placement cell helped in industry realizing the potential of these students, which ultimately converted in to summer placement opportunities. The companies who participated in summer placement process are

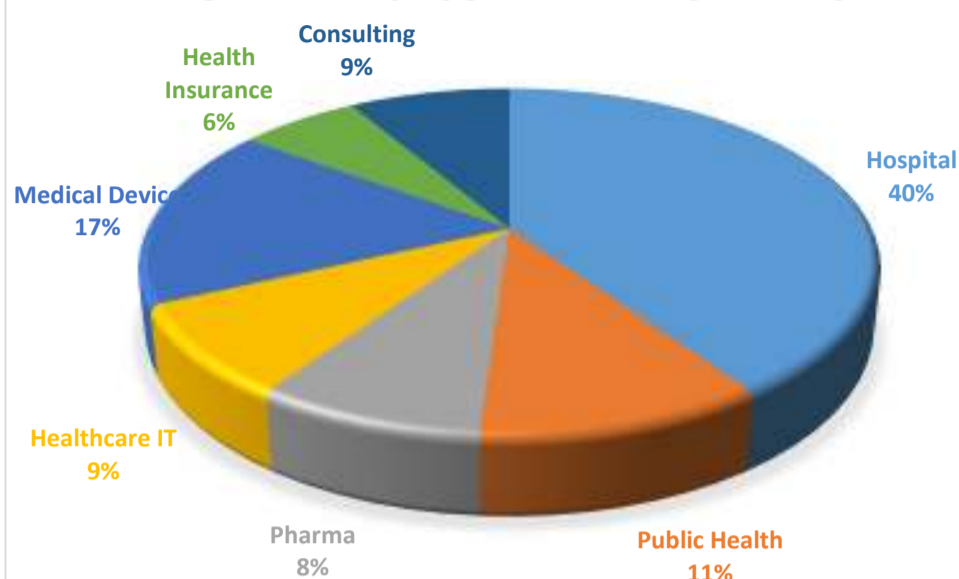


Students' profile and domain wise summer placement

STUDENTS BY EDUCATIONAL BACKGROUND



DOMAIN WISE SUMMER PLACEMENTS



Quick Stats

#	Type	Numbers
1.	Number of eligible students for summer placement	47*
2.	Number of companies who offered Summer placements	26
3.	Total number of offers made	62
4.	Percentage of students placed on campus	100%

* 2 Students out of 49 went for international students exchange Programme at MBA Catholica, Lisbon, Portugal

Some projects by students during Internship:

- Strategies for digital marketing and digital asset management
- Demand planning and business strategy
- Vulnerable patient management
- Streamlining of health check-up process to enhance customer satisfaction, reduce cost and increase compliance
- Audit of OPD and discharge process as per NABH standards requirement
- Launch plan of REBISMART-II, market research
- Strategy to increase footfall of patients

To our Alumni:

Alumni of GIM were instrumental in bringing the best healthcare organizations for summer placement. Besides placement Alumni also extended wholehearted support to current students in various ways. We value the contributions of our Alumni towards their Alma mater.

Placement coordinators:

Prof. Ajit Parulekar,
Placement Chairperson,
GIM-HCM
+91-832-2490343

Prof. Arif Raza
Faculty In-charge
+91-832-2490332

Ashish Senapati
+917709648934

Pallaw Ghodeswar
+917709765615

Rashmi M
+917709694148

Rupesh Raghunathan
+919940436619

Stavita Bali
+917709386723

Contact details: Goa Institute of Management, Ribandar, Tiswadi, Goa, 403006, Phone: 0832- 2490333 & 2490343, Fax: 0832-3490332.

Mail - placement.hcm@gim.ac.in
http://gim.ac.in/gim_ap_healthcare_pgdbm.php