

Healthcare Transformation and Strategic Leadership

AI, Digital Health and Innovation

by

Centre of Excellence in Product Management, IIM Sambalpur

28th November-20th December

(Only on weekends)



भारतीय प्रबंध संस्थान सम्बलपुर

Indian Institute of Management Sambalpur

Programme Overview:

The healthcare sector is undergoing rapid transformation, driven by advances in Artificial Intelligence, digital technologies, data-driven decision making, and evolving models of care delivery. At the same time, national initiatives such as the Ayushman Bharat Digital Mission (ABDM) and the National Health Claims Exchange (NHCE) are accelerating the development of an integrated, interoperable, and patient-centric healthcare ecosystem in India.

Organizations increasingly require leaders who can integrate innovation with strategy to improve patient outcomes, operational efficiency, and organizational resilience while navigating the opportunities created by digital health platforms, healthcare data ecosystems, and emerging regulatory frameworks.

This Management Development Programme aims to develop future-ready healthcare leaders by providing strategic perspectives on AI, digital health, healthcare innovation, and organizational transformation. Combining academic rigor with industry insights and contemporary policy developments, the programme will help participants understand emerging trends, evaluate new opportunities, and lead changes across the healthcare ecosystem.

Programme Objectives:

To develop future-ready healthcare leaders capable of driving digital transformation and strategic innovation across the global healthcare ecosystem by effectively integrating healthcare policy, Artificial Intelligence, digital technologies, and organizational leadership.

The programme aims to equip participants with the strategic perspectives and practical frameworks required to:

- Lead enterprise-wide digital transformation initiatives across healthcare organizations.
- Evaluate and leverage AI-enabled solutions to enhance clinical, operational, and administrative effectiveness.
- Strengthen healthcare strategy, governance, and policy through data-driven decision making.
- Improve patient outcomes, experience, and organizational performance through evidence-based and value-driven approaches.
- Foster collaboration and interoperability across the healthcare ecosystem by aligning providers, payors, pharmacies, laboratories, and technology partners.
- Understand emerging global trends and digital health frameworks, including evolving models of integrated and connected healthcare delivery.

The programme will combine academic rigor with industry insights to prepare leaders for the rapidly evolving healthcare landscape and enable them to build resilient, innovative, and future-ready healthcare organizations.



Programme Modules:

- Future of Healthcare and Emerging Care Models
- AI and Digital Transformation in Healthcare
- Digital Health Ecosystems and Interoperability
- Healthcare Data, Analytics and Decision Intelligence
- Healthcare Policy, Governance and Regulatory Landscape
- ABDM, NHCX and Global Digital Health Frameworks
- Patient-Centric and Value-Based Care
- Healthcare Operations and Organizational Excellence
- Healthcare Innovation and Entrepreneurship

Participants Profile:

Designed for professionals including:

- Hospital and Healthcare Administrators
- Medical Professionals in Leadership and Management Roles
- Pharmaceutical and Life Sciences Executives
- Health Insurance and Healthcare Payer Organizations
- Digital Health and Health-tech Leaders
- Healthcare Entrepreneurs and Startup Founders
- Healthcare Consultants and Advisory Professionals
- Public Health and Government Healthcare Officials

Pedagogy and Delivery Mode:

The programme will adopt a highly interactive and practice-oriented approach through faculty-led sessions, industry insights, experiential learning, case studies, group discussions, and scenario-based simulations. It will be delivered in online mode only. The programme may include hands-on exposure to relevant digital tools and technology platforms. Wherever applicable, open-source software and publicly accessible resources will be utilized.

Facilitators:

Prof. Merlin Nandy (Program Director), IIM Sambalpur

Email: merlin@iimsambalpur.ac.in

Phn- **7381082485**

Short profile- -Dr. Merlin Nandy is an Associate Professor in the area of Information Systems at IIM Sambalpur. Prior to joining here, she was a Senior Solution Manager, Managing Consultant at IBM India Private Ltd. She is a Fellow of the Indian Institute of Management, Calcutta, in the area of Management Information Systems. Her research focuses on Platform Business Models, Information Technology adoption and use, B2B e-commerce. She is a ISPPA Certified Software Product Manager Excellence Level - Product Strategy. Her industry experience spans more than a decade, she has been primarily engaged in a presales role with focus on Electronic business, ERP applications and Intelligent Automation. She is a Mechanical Engineer from REC Rourkela (currently NIT). She worked for 2 years at Cognizant Technology Solutions, Kolkata as Programmer Analyst before joining IIM Calcutta for doctoral studies.

Mr. Abhijit Bendigiri, ISPPA Fellow Member

Email: abendigiri@gmail.com

Short profile- Abhijit Bendigiri is a senior product and technology leader with 19+ years of experience across Healthcare, HealthTech, AI, digital transformation and enterprise technology. He has held senior leadership roles at Oracle Health & AI, Allscripts, Tieto, Mindbody and Medly, and has led global healthcare portfolios exceeding \$400M. At Oracle Health & AI, he drove product strategy, innovation and transformation across Clinicals, Continuum of Care, Revenue Cycle and Consumer Health, including large-scale cloud, interoperability, platform and AI initiatives across hundreds of healthcare organizations. An ISPPA Fellow and IIM Bangalore alumnus, Abhijit is also a visiting faculty at leading institutions including IIM Bangalore and IIM Sambalpur. His expertise spans Healthcare Transformation, Digital Health, Product & Platform Strategy, AI, Interoperability, Innovation and Enterprise Transformation.

Programme fee and registration information:

Participating organizations are requested to share the profiles of nominated participants - including name, designation, department, educational background, and contact details - at least one week prior to the commencement of the programme. This will enable the faculty to contextualize discussions and tailor learning experiences to the participants' professional backgrounds.

Course Fees:

₹5,000/- per participant per day + applicable GST = Rs. 40,000/- + GST

Registration and Cancellation Policy

Registration

Participants may register individually or through an organization-sponsored nomination.

Registration should include:

- Completed application/registration form
- Participant profile and current role
- Organization details
- Contact information
- Payment of the programme fee

Registration Deadline

Registrations should close 14 calendar days before the programme commencement date, subject to seat availability.

Participant profiles should be shared with the faculty before commencement so that discussions, examples and group exercises can be contextualized to the participant cohort.

Cancellation Policy

Cancellation by Participant or Sponsoring Organization

Participant Substitution

If a registered participant is unable to attend, the sponsoring organization may nominate a replacement participant.

The replacement should:

- Meet the programme eligibility requirements; and
- Be communicated to the programme office at least three working days before commencement.

No additional programme fee should apply for an approved substitution.

This is particularly important for corporate and institutional nominations.

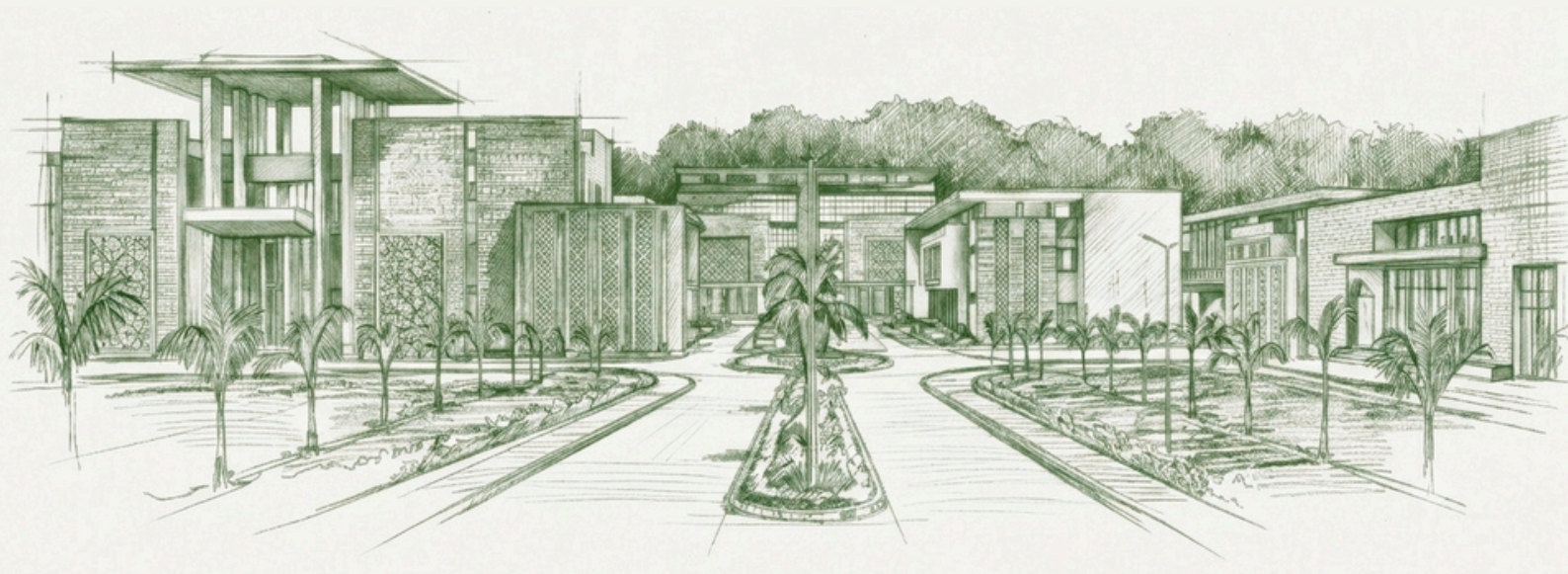
Programme Postponement or Cancellation by the Institute

IIM Sambalpur reserves the right to postpone, reschedule or cancel the programme due to insufficient enrolment, faculty availability or circumstances beyond reasonable control.

In such circumstances, participants should be offered either:

- Transfer to the rescheduled programme; or
- Transfer of the fee to another suitable executive programme, where feasible; or
- Refund of the programme fee in accordance with Institute policy.

The Institute should not be responsible for independently incurred travel, accommodation or other incidental expenses.



Management Development Programme
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