

Executive Integrated Medical Management Program

Chulabhorn International College of Medicine, Thammasat University

Health & Wealth Institute: H&W

Chulabhorn International College of Medicine, Thammasat University, sees that the executive administrators in the fields of medicine, dentistry, pharmacy, nursing, sport medicine, as well as those from public and private sectors with interest in medicine business should acquire the knowledge to improve and restore their experiences in order to provide the organization's managers with vision so that they can think critically and acknowledge the globalization. Through connection, they will be ready for changes, leading to the success of their organizations in terms of applying innovation into the **medicine business**, nursing, and other innovation fields. Organization managers can operate effectively in relation to the social status and ever-changing environment in addition to serving the society. Therefore, Chulabhorn International College of Medicine, Thammasat University, has created this Executive Integrated Medical Management Program.

Principle and Reason

The role of personnel in the fields of health and health development, nursing management, and integrative health development for healthier lifestyle and better quality of life for people in society is important and even more so in the present. The development of organizations and personnel to understand and keep up-to-date with the changes in the society as well as the ability to appropriately prepare for the changes is crucial. This can be achieved by organizing integrated knowledge management system in addition to the development in various services, proactive health promotion, and better understanding and knowledge of medicine business between administrators from both inside and outside the fields of medicine from the network created through this program.

Vision:

Beauty Wealthy Healthy Hearty (BW2H) Together

Mission:

1. Build the understanding in health promotion
2. Create learning and understanding in beauty from innovative medicine of Thailand 4.0
3. Provide knowledge in operating and managing medicine business both in terms of business and investment
4. Develop psychological strength to live happily with good moral in the society
5. Make connection between personnel and organizations in the fields of medicine, business, and organization administrators both from public and private sectors including the investors with interest in medicine business

Objective of the Program

1. Encourage students to have knowledge, understanding, and thought in the new direction of medicine business which correlated with current situation

2. Create opportunity in exchanging knowledge and experience among students in the fields of medicine, business, and administrators both from public and private sectors in addition to honored speakers
3. Enhance the formation of Network and connection between students, which will lead to future collaboration for community, society, Thammasat University, and nation

Schedule

Date	Session	Topic	Speakers	Location
8/2/18	1	1.1 Orientation 1.2 Healthcare System from the Past to the Future 1.3 Group Activity	Assoc. Prof. Kammal Kumar Pawa, M.D.	Yoonthong1
15/2/18	2	2.1 Vision on Healthcare Management 2.2 Challenge of Medical Business toward AEC	Mr. Korn Dabbaransi Prof. Som-Art Wongkhomthong, M.D.	Auditorium & Yoonthong2
22/2/18	3	3.1 Geriatric Medicine 3.2 Real Estate Development for Elderly Healthcare Business	Asst. Prof. Pansak Sugkraroek, M.D. Boonchai Isarapisit, M.D.	Chulabhorn International College of Medicine
28/2-1/3/18	4	Excursion at Ramkhamhaeng Hospital Group	Director of Ramkhamhaeng Hospital Group	Chiangmai
8/3/18	5	5.1 High-Capability Medical Organization 5.2 Factors to Success for Hospital Business	Assoc. Prof. Kammal Kumar Pawa, M.D. Pirat Pradittawanich, M.D.	Yoongthong1
15/3/18	6	6.1 Medical Business toward 4.0 Era 6.2 Digital Hospital	Assoc. Prof. Pichit Suwanprakorn, M.D., Ph.D. Assoc. Prof. Piya Netrawichein, M.D.	Yoongthong1
17-23/3/18	7	Observational Trip in Germany	-	Germany
29/3/18	8	8.1 Desired Healthcare System 8.2 Medical Business Administration	Khunying Sudarat Keyuraphan Boon Vanasin, M.D.	Yoonthong1
5/4/18	9	Alternative Medicine Innovation and Development	Asst. Prof. Pansak Sugkraroek, M.D. Tanupol Virunhagarun, M.D.	Yoongthong1 & Yoongthong2
19/4/18	10	10.1 Anti-Aging Medicine Business 10.2 Aesthetic Surgery in Digitalized Era	Cdr. Orawan Kitchawengkul, M.D. Pol.Capt. Manas Chayawichitsilp, M.D. Amornpong Vachiramon, D.D.S., Ph.D. Dr. Moon Sung Jun	Auditorium & Yoongthong2
26/4/18	11	11.1 Medical Equipment and Drugs Business Administration 11.2 Necessary and Development of Psychiatrists	Preecha Bhandtvej, PharmD. Asst. Prof. Chatnarin Metheekul, M.D..	Chulabhorn International College of Medicine

		toward 4.0 Era		
3/5/18	12	Holistic Healthcare Educational Trip	Director of Bangkok Hospital	Bangkok Hospital
10/5/18	13	Panel Discussion on Physicians' Ethics toward Medical Business	Prof. Sinn Anuras, M.D. Aurchart Kanjanapitak, M.D.	Chulabhorn International College of Medicine
17/5/18	14	14.1 Necessary and Development of Psychiatrists toward 4.0 Era 14.2 Spa Business	Assoc. Prof. Kammal Kumar Pawa, M.D. Mr. Pattanapong Ranurak	Yoongthong1
24/5/18	15	Stock Market for Medical Business	Speaker from Stock Exchange of Thailand Phillip Securities (Thailand) PCL.	Stock Exchange of Thailand
7/6/18	16	Post-Training	Assoc. Prof. Kammal Kumar Pawa, M.D. Assoc. Prof. Chumpot Amatayakul Asst. Prof. Chatnarin Metheekul, M.D.	Chulabhorn International College of Medicine

Class Workshop

This includes lectures from many renowned domestic and international experienced speakers.

Section of each session will be as follows.

- Registration at 12.00-12.30 hr.
- First part at 12.30-14.30 hr.
- Break at 14.30-15.00 hr.
- Second part at 15.00-17.00 hr.
- Evening meal and weekly group activities at 17.00-20.00 hr.

Outside-class Excursion

Every outside-class study is crucial for this program. It is not only to broaden the participants' perspectives on medical business, but also to be useful for their real situation of business administration.

Duration of the Program and Location

- Duration of the Program: 4 Months (8 Feb-7 Jun 18)
- Study will be on every Thursday at 12.00-17.00 hr.
- Location will be at Thammasat Association

Characteristics of Participants

1. General Qualifications

1.1 High-level administrative members in every medical-related field including Medicine, Dentistry, Pharmacy, Nursing, Medical Practitioner

- 1.2 High-level administrative members from public or private sector
- 1.3 Any suitable person nominated by the institution
2. Ready to study with other people along with appropriate manner
3. Proportion of Participants: 30% from medical related fields, 30% from public sector, and 40% from private sector

Conditions for Graduation

For graduation, participants must comply with the following conditions.

1. Must have at least 80% of class attendance
2. Must participate in all group activities of the program, such as orientation, academic class attainment, excursions, work presentation, and post-training
3. Must not do anything which can make Chulabhorn International College of Medicine, Thammasat University become notorious

Program Director

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