



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
1	16-Aug-18	Session 1: Orientation Session 2: Group Activity	Assoc. Prof. Kammal Kumar Pawa, M.D.	Thammasat Association
2	23-Aug-18	Session 1: Challenge of Medical Business toward AEC Session 2: Desired Healthcare System	Prof. Som-Art Wongkhomthong, M.D. Khunying Sudarat Keyuraphan	Thammasat Association
3	30-Aug-18	Session 1: Geriatric Medicine Session 2: Real Estate Development for Elderly Healthcare Business	Asst. Prof. Pansak Sugkraroek, M.D. Nart Fongsmut, M.D. Asst. Prof. Trirat Jarutach	Thammasat Association
4	6-Sep-18	Observational Trip in Sawangkanives, the Thai Red Cross Society, Samut Prakarn Province	Nart Fongsmut, M.D. Asst. Prof. Trirat Jarutach	Sawangkanives, the Thai Red Cross Society, Samut Prakarn
	8 Sep - 9 Sep 18	Observational Trip in Chiangmai Province		Jirung Health Village, Chiangmai Villa Meesuk Residence, Chiangmai Hospital in Chiangmai
5	13-Sep-18	Alternative Medicine Innovation and Development	Asst. Prof. Pansak Sugkraroek, M.D. Tanupol Virunhagarun, M.D.	Thammasat Association
6	20-Sep-18	Session 1: Medical Management Session 2: Vision on Healthcare Management	Chalerm Harnphanich, M.D. Mr. Korn Dabbaransi	Thammasat Association
7	27-Sep-18	Session 1: Medical Business toward 4.0 Era Session 2: Digital Hospital	Assoc. Prof. Pichit Suwanprakorn, M.D., Ph.D. Assoc. Prof. Piya Netrawichein, M.D.	Thammasat Association
8	4-Oct-18	Observational Trip in Pathum Thani and Phra Nakhon Si Ayutthaya Province Session 1: JIN Wellbeing Country, Pathum Thani Province Session 2: Wellness City, Phra Nakhon Si Ayutthaya Province	Boon Vanasin, M.D. Boonchai Issarapisit, M.D.	JIN Wellbeing Country, Pathum Thani Wellness City, Phra Nakhon Si Ayutthaya
9	11-Oct-18	Session 1: Anti-Aging Medicine Business Session 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	Thammasat Association

Date	Session	Topic	Speakers	Location
10	18-Oct-18	Medical Equipment and Drugs Business Administration	Preecha Bhandtvej, PharmD. Dr.Thaweesak Sithongsurapana, PharmD.	Thammasat Association
11	25 Oct - 29 Oct 18	Observational Trip in Japan		Japan
12	1-Nov-18	Holistic Healthcare Educational Trip	Speaker from Bangkok Hospital	Bangkok Hospital
13	8-Nov-18	Session 1: Holistic Medical Care Session 2: Spa Business	Asst. Prof. Chatnarin Metheekul, M.D. Mr. Pattanapong Ranurak	Thammasat Association
14	14 Nov.- 20 Nov. 18	Observational Trip in USA		USA
15	22-Nov-18	Stock Market for Medical Business	Speaker from Stock Exchange of Thailand	Stock Exchange of Thailand
16	29-Nov-18	Post-Training	Assoc. Prof. Kammal Kumar Pawa, M.D. Aurchart Kanjanapitak, M.D. Nart Fongsmut, M.D. Assoc. Prof. Pichit Suvanprakorn, M.D.	Chulabhorn International College of Medicine

* The Program reserves the right to change this schedule

Class Workshop

This includes lectures from many renowned domestic and international experienced speakers. Section of each session will be as follows.

- Registration at 11.30-12.30 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 (16th August - 29th November 18)
- Study will be on every Thursday at 11.30-17.00 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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Thammasat University

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