



## **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

## **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 (20<sup>th</sup> June – 3<sup>rd</sup> October 2019)
- 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

**Director of EMMP**

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