Corporate Partnerships

The Health Sector Management (HSM) program actively cultivates collaboration and innovation in the global health care arena. Industry conferences, advisory board meetings and executive education programs invite health care executives and policymakers to exchange insights, align academic offerings with industry needs, and interact with the next generation of health care leaders.

For students, industry events, along with practicums, internships and other learning experiences, provide exposure to key health sector issues and industry leadership.

HSM Industry Conferences

Meetings focused on health informatics, clinical outcomes and medical devices have bolstered student recruitment activities and triggered actions that have reverberated throughout the health care community.

- **Third Annual Informatics Conference**, April 2012.
- **Second Annual Informatics Conference**, in partnership Duke Center for Health Informatics, April 2011.
- **The Duke Center for Health Care Quality Conference: ‘Next Generation of Quality’**, in partnership with Duke Clinical Research Institute and Duke School of Medicine, April 2010.

“Having a diverse class of passionate students, professors, industry and healthcare delivery professionals in an academic setting allows for extremely thought-provoking discussions. Presentations by outside experts added robust texture to the topics being reviewed. This is one of the best investments in professional development I have made in my career.”

Ruben Dario Taborda, Fuqua MBA 1994, VP Medical Device Procurement / Supplier Diversity Hispanic Employee Resource Group Co-leader Johnson & Johnson Global Procurement
PARTNERSHIPS WITH RESEARCH TRIANGLE PARK

Research Triangle Park serves as a catalyst for collaborations between HSM and local biotech and pharmaceutical companies — from Fortune 100 multinational operations to university spin-outs and start-up operations. HSM also partners with local industry organizations including CED (formerly The Council for Entrepreneurial Development); NCBIO; North Carolina Biotechnology Center; and Triangle Global Health Consortium.

“The HSM program is a truly unique program that offers students a pragmatic view of the complex world of healthcare as well as connections to global thought leaders. Several CED member companies have found their best interns and employees from the program. The program does a great job of preparing students for the real world and engaging the community in providing a well-rounded experience.”

Dhruv Patel, CED, Senior Manager, Life Sciences Programs
(Center for Entrepreneurial Development based in the Research Triangle Park)

EXPERIENTIAL LEARNING PARTNERSHIPS

Internships and practicums pair students with local, national or global organizations to research and develop tangible solutions to real-world business challenges. Companies in turn benefit from the perspective of accomplished MBA students and from contributing toward the development of these future health care leaders.

HEALTH INDUSTRY ADVISORY BOARDS

• The Health Sector Advisory Council (HSAC) provides industry leaders a forum to share expertise with faculty and students, help shape the HSM offering, and interact with existing and aspiring health care leaders. The HSAC counts more than 40 members who represent 28 organizations across the health care spectrum.

• The Fuqua Health Informatics Advisory Board is comprised of industry, academic and non-profit leaders who are charged with advancing the new Master of Management in Clinical Informatics (MMCi) as well as professional opportunities for students. Designed to meet the demand for informaticists and IT-conversant health professionals, MMCi is the only interdisciplinary management program of its kind in the United States.

CUSTOMIZED EXECUTIVE EDUCATION

HSM collaborates with industry and academic leaders to develop education programs that address the most relevant issues in the global health sector today. Content is customized for different industry segments, with courses designed to enhance skill sets and knowledge within organizational teams. Participants continually rate HSM programs highly for their content quality and suitability for designated audiences.


• Commercialization Strategy for Medical Device Managers: A four-day course covering Need Identification, Adoption Dynamics, Innovation, Modeling the Market Opportunity, Valuation, Commercialization, Financial Landscape, Clinical & Regulatory Landscape, and Health Care Economics.

• Health Sector Overview: Health Care in the 21st Century: A four-day intensive course on current health care issues and trends: Insurance and the Uninsured, Managed Care, Pharmaceutical, Biotechnology and Medical Device Industries, Quality of Care and Evidence Based Medicine, Health Care Law and Ethics, Private Sector Role in Global Health, Entrepreneurship and Financing, Government and Health Care, Public Health, IT, Hospitals and Long Term Care.

• Customized Educational Programs for Physicians: Ranging from two days to multiple weeks with a focus on the following: Financial Statements, Metrics, Decision Support Tools, Strategic Planning, Operations Management, Negotiations, and Leadership.

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