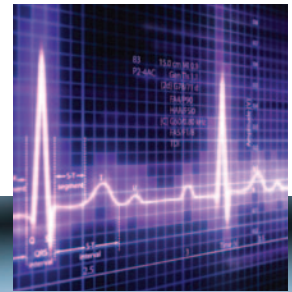


Advancing the business of HEALTH CARE ...

# Health Sector MANAGEMENT



**DUKE**  
THE FUQUA  
SCHOOL  
OF BUSINESS

**The health sector** is increasingly intricate, dynamic and far-reaching – a global network of business, government and non-profit entities that **impacts people and economies like no other**. The demand for and development of new health care products and services calls for leaders with both **business acumen** and exceptional **insight into the industry's complexities**. Equally critical is the need for **creative new approaches** to improve patient outcomes, access to care and cost management strategies.

Health Sector Management (HSM) at The Fuqua School of Business leverages Duke University's longstanding leadership in education, research and clinical care to develop the leaders who will drive and innovate the health care industry. HSM layers the in-depth, interdisciplinary study of the global health sector onto Fuqua's world-class business management curriculum, providing rich, holistic and lasting learning experiences inside and outside the classroom.

HSM students work closely with faculty and industry leaders to explore and identify answers to health care's most fundamental and emerging issues, among them:

- **Health care marketing**
- **Technology commercialization**
- **Health systems management**
- **Financing alternatives**
- **Management of drug discovery**
- **Economics of the pharmaceutical industry**
- **Health care law and policy**
- **Clinical information management**

With their understanding of the industry, highly applicable skills and professional network, HSM graduates join noted public and private organizations to become health care leaders of consequence.

***"We asked a group of first-year MBAs to give us their assessment of best practice in pharma launches in a specific product category. Their insights and recommendations were quite remarkable, and we adopted several of their recommendations into our launch plan. What particularly impressed me was the depth of knowledge: When asked questions beyond the PowerPoint presentation, they remained calm, confident and accurate — a vital capability in the real-world setting."***

***Peter Hare**, Vice President, Business Unit, GlaxoSmithKline*



## ...by leveraging Duke's strengths in the **LIFE SCIENCES** and **BUSINESS** education...

- **Fuqua offers the largest health industry concentration among top U.S. business schools;** an average of 400 students are enrolled across HSM programs at any given time.
- **HSM capitalizes on Duke's century-long health care leadership** in fields including biomedical research, clinical care, and medical education.
- **The expertise of HSM's top-ranked faculty spans the global health care spectrum,** providing students the academic foundation for a deep-seated understanding of the health sector.
- **HSM attracts a diverse student body from leading institutions and companies worldwide** while cultivating a global community of highly accomplished and engaged alumni.
- **Industry leaders regularly interact with faculty, staff and students,** keeping HSM responsive to industry trends and continually generating opportunities for graduates.
- **HSM tailors the course of study to students' interests, backgrounds and selected degrees,** linking the core fundamentals of Fuqua's MBA training to the salient issues unique to health care.
- **Graduates are able to immediately apply their industry insights and capabilities** across a wide range of health-related issues and organizations across the globe.



*"I would enthusiastically recommend the HSM/Fuqua program to any potential physician leader or executive desiring to gain game-changing knowledge and exposure to thought leaders at the interface of business and medicine."*

**Craig A. Butler, MD, MBA, FAAOS, CIME**  
WEMBA/HSM 2009



## **CONNECTING** executives, thought leaders, alumni and students

HSM actively promotes industry-wide collaboration and innovation, while continually aligning educational offerings with the most current health sector needs. Conferences, seminars and student practicums are among the many ways HSM brings together health care leaders, academic thought leaders, Fuqua and HSM alumni, and the next generation of health care executives and policymakers.

HSM-sponsored industry events have focused on health informatics, clinical outcomes and medical devices, promoting both student recruitment activities and cutting-edge initiatives that have reverberated throughout the health care community.

## HSM prepares Fuqua students for **CAREERS** in:

- Pharmaceuticals, biotech and diagnostics
- Medical devices
- Consulting and finance
- Health information technology
- Health and hospital systems
- Payor and provider networks
- Entrepreneurial/start-up ventures



## ...to develop **LEADERS** of consequence.

**Interdisciplinary and experiential learning sets HSM apart. Students explore real-world issues they will confront in the workplace through collaborative and hands-on learning opportunities that are offered across Duke University and the global health sector:**

- Duke Schools of Medicine, Law, Public Policy, Environment, Nursing and Engineering
- Duke University Medical Center
- Duke Center for Health Informatics
- Duke Clinical Research Institute
- Duke Global Health Institute
- Companies and organizations nationwide
- Businesses in and around Research Triangle Park

**Research Triangle Park** is only minutes away from the Duke University campus, offering students who reside there a wealth of opportunities to connect and work with organizations in the health sector. RTP is the oldest and largest science park in the United States and home to as many as 1,600 companies – from Fortune 100 multinationals to university spin-outs — that directly support the life sciences industry.



*“My experience at Fuqua gave me a better perspective of how to diagnose business problems and the levers an organization can pull to grow business and/or improve performance. On many occasions, I have utilized the Fuqua alumni network to open doors and to help provide additional insights.”*

**Thomas W. Lehmann**, Daytime MBA/HSM 2003, Partner, Accenture, Global Life Sciences Practice

## HSM Concentrations and Certificates



**The Duke MBA - Daytime Health Sector Management:** a full-time, 22-month residency program that immerses students in health care issues.

**The Duke MBA - Cross Continent Health Sector Management:** a 16-month program that combines online learning with residencies across the globe.

**The Duke MBA - Weekend Executive Health Sector Management:** a 20-month program for professionals who seek a Duke MBA while continuing to work full time.

**The Duke MBA - Global Executive Health Sector Management:** a 15-month program for experienced professionals that combines online learning with international residencies.



**The Master of Management in Clinical Informatics** is the newest Health Sector Management offering. A collaboration between HSM and the Duke Center for Health Informatics, MMCi is the only clinical informatics management program of its kind in the United States. Duke has long been at the forefront of health information technology, and produced seminal work on the first electronic medical record.

***“Since leaving Fuqua, I’ve had the opportunity to help launch a new drug discovery company, and I give the HSM program and the Fuqua community a large amount of credit for the contributions I’ve made.”***

*Jonathan Violin Ph.D., WEMBA/HSM 2007, Head of Biology, Trevena Inc.*



*“As the international health care sector struggles to keep pace with rising costs, financing systems, capacity, technology, and an aging population, management training for health care executives is more critical than ever. HSM provides access to one of the best health systems, best biomedical research institutions, and best health policy institutions in the United States. Our faculty are expert scholars and practitioners in their fields, and our alumni have forged exemplary track records throughout the health care sector.”*

*Kevin A. Schulman, MD, MBA*

*Professor of Medicine and Gregory Mario and  
Jeremy Mario Professor of Business Administration*

*Associate Director, Duke Clinical Research Institute*

*Director, Fuqua Health Sector Management Program*



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