



# Digital Transformation and Business Models for Healthcare

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9 Months Live Online + Campus Component  
XLRI & SRIHER

# Program Overview

**Digital transformation is not a destination; it's a journey'**

Satya Nadella

The healthcare industry is undergoing a rapid evolution driven by digital transformation, the pandemic, demographic changes, and rising patient expectations. To navigate this complex landscape, it's imperative for healthcare professionals, startups, and entrepreneurs to stay abreast of emerging trends and distinguish between viable solutions and mere ideas.

Technology is revolutionizing healthcare, from diagnosis and treatment to patient communication. Electronic records, health tracking apps, and telemedicine are enhancing clinical outcomes, reducing errors; all while improving accessibility.

The global healthcare IT market, valued at USD 760 billion in 2024, is projected to soar to USD 3.4 trillion by 2034, driven by digital advancements and data-driven healthcare. With a CAGR of 15.83%, the sector is set to transform patient care and medical innovation worldwide. Hospitals and healthcare organizations that embrace technology are experiencing improved patient outcomes, reduced costs, and enhanced staff efficiency.

By understanding and effectively implementing digital business models and transformation strategies, healthcare organizations can fully utilize technology to deliver innovative, patient-centered care while achieving sustainable growth.

Course Delivery

**Online Live + In-Person  
Residential Campus Component**

Duration

**9 Months**



# Who is this Program for?

- ◆ Mid-career professionals with at least 5 years of experience in hospitals or allied healthcare services
- ◆ Managers and Leaders seeking to adapt and support effective decision-making
- ◆ Professionals who want to acquire managerial skills and tools for the digital age



# Program Highlights



XLRI Executive Education  
Alumni Status



Co-branded Certificate by  
XLRI and SRIHER



Hands- on  
Capstone Projects



Access to Learning Material  
for Up to 3 Months



Residential Campus  
Component



Course Delivery & Mentorship  
by XLRI & SRIHER Faculty



**Digital transformation  
is the most important  
thing that businesses  
will ever do**



Sundar Pichai



# Program Pedagogy



**Live Online Sessions**



**Pre-recorded Lectures**



**Cohort Learning**



**Case studies**



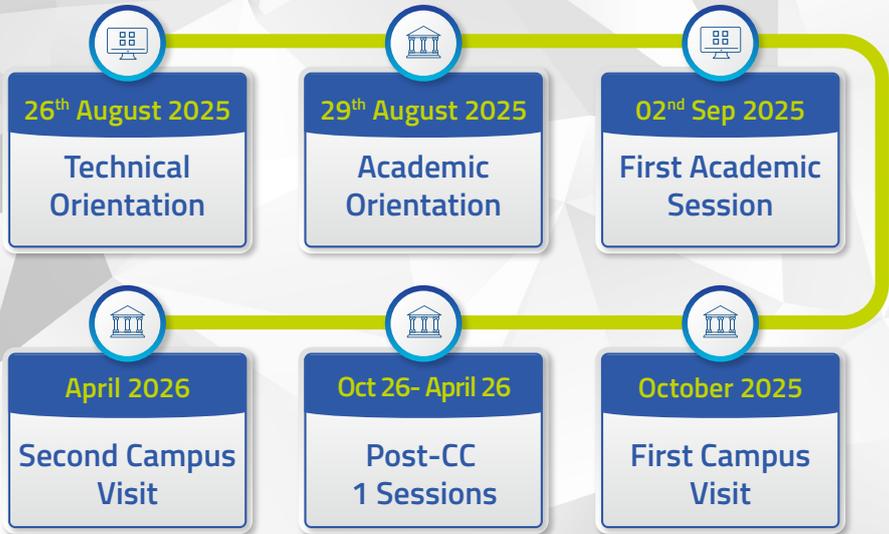
**Real World Scenarios**



**Capstone Projects**



# Program Experience



## How To Apply?

01

Submit the completed application form with all relevant enclosures/ attachments

All shortlisted candidates will be emailed the offer letter

02

03

Block your seat by paying the booking amount

**Session Schedule**

Tuesdays – 7:30 PM to 9:30 PM  
Fridays – 7:30 PM to 9:30 PM

# Program Fee

Academic Fees: **INR 230,000 + GST**

## Campus Component Residential Charges

Total of INR 20,000 plus GST for twin sharing. Single occupancy rooms may be provided subject to availability at the official rates laid down by XLRI.

## XLRI Executive Education Alumni Status Fees

Optional only for participants meeting the qualifying criteria for certificate of completion. Executive Education Alumni Membership Charges as per the policies of the XLRI Alumni Association (Currently, one-time payment of INR 20,000 plus GST).

Installment	Amount	Due Date
Registration Fees	INR 40,000 + 18 % GST	12 <sup>th</sup> July, 2025
First Installment	INR 80,000 + 18 % GST	12 <sup>th</sup> July, 2025
Second Installment	INR 60,000 + 18 % GST	25 <sup>th</sup> Aug, 2025
Third Installment	INR 50,000 + 18 % GST	15 <sup>th</sup> Oct, 2025



# Application Requirements

## Professional Experience Documents

- ◆ For Previous Organisation/s: Relieving letters
- ◆ For Current Organisation: Current Salary Slip or Bonafied Certificate from the HR Department on company letterhead

## Graduation and Post-Graduation Education

- ◆ Marksheet – Individual or consolidated (all semesters)
- ◆ Passing Certificate – If Any
- ◆ Diploma/ Degree/ Doctorate Certificate

## ID Proof

- ◆ Any Government-issued photo ID like PAN Card/ Driving License/ Passport, etc.

# System Requirements



### Speakers and Microphone:

Built-in or a USB plug-in or wireless Bluetooth



### An Internet Connection:

Minimum bandwidth of 3.0 Mbps (up/ down)



### Webcam:

Built-in or USB plug-in



**OS:** Either MacOS 10.7 or higher OR Windows 8 or higher



**Processor:** with Dual Core 2Ghz or higher (i3/ i5/ i7 or AMD equivalent)



**Browser:** IE 11+, Edge 12+, Firefox 27+, Chrome 30+



**RAM:** 4 GB or higher



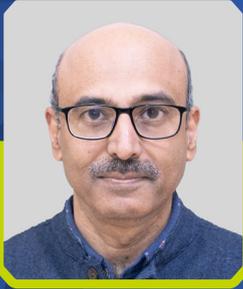
**Zoom software client installed on your PC/ Laptop/ Mac**

We use the Zoom software application to conduct live online classes. Zoom works on a variety of PCs/ Laptops/ Mac systems and also on phones and tablets.

You can join your live online class from a phone or tablet if it supports the Zoom client.

We recommend that you attend classes from a PC/ Laptop/ Mac.

# Faculty



**Dr. Rajeev Sharma (XLRI)**

PhD (IIM Bangalore),  
MBA (Devi Ahilya University, Indore)



**Dr. Selvam Jesiah (SRIHER)**

PhD (Manonmaniam Sundaranar University),



**Dr. Santosh Sangem (XLRI)**

PhD (IIM Calcutta),  
Chartered Accountant, M.Com



**Dr. S. Dinesh (SRIHER)**

PhD in Business Administration  
(Madurai Kamaraj University)

# Curriculum

## Pre- Program Courses

Understanding Financial Data  
What do the numbers mean?

Pre- Recorded Preparatory Module

## Module 1

An overview of the healthcare ecosystem

- ◆ The healthcare ecosystem
- ◆ Healthcare business models
- ◆ Understanding the Healthcare Industry & Healthcare Value Chains

## Module 2

Digital Transformation &  
Organizational Capability Building

- ◆ The Healthcare Technology Ecosystem
- ◆ Digital Transformation and Organizational Strategy Alignment
- ◆ Crafting the digital journey in healthcare
- ◆ Managing innovation in healthcare
- ◆ An overview of IoMT (Internet of Medical Things)
- ◆ Design Thinking & the Ideation Process





## Module 3

## Process Analysis & Process Innovation

- ◆ Patient-centricity and the Healthcare Digital Transformation Process
- ◆ Applying the Process-Strategy Matrix
- ◆ Mapping Patient Flow in Hospitals
- ◆ Applying Lean for Process Analysis & Process Improvements in Healthcare
- ◆ Measuring and Managing Process Costs

## Module 4

## Managing Digital Product/Service Design & Development

- ◆ An overview of New Product Development
- ◆ Stages of Digital Product Development Cycle
- ◆ User Research & Principles of User- Centric UI/UX design
- ◆ Value Proposition Analysis & Product- Feature Mapping
- ◆ The Alphabet Soup of Product Design Choices  
MVP, MVaP, MVPr, MMP, MLP, MxVP, SLC
- ◆ Technology Choice sand Digital Product Scaling-up
- ◆ Key Metrics for Monitoring Digital Product Adoption
- ◆ Developing & Managing Technology Partnerships
- ◆ Risk Assessment & Identification

## Module 5

### From Prototype to Implementation / Commercial Deployment – Digital Business Models Concepts

- ◆ Digital Business Models–Value Creation and Value Capture
- ◆ Digital Business Models & Managing Digital Competitive Advantage
- ◆ Developing a Business Model Canvas
- ◆ Crafting your Business Story
- ◆ Marketing, Brand-Building, and Awareness Creation for Healthcare Digital Products
- ◆ Scaling & Pivoting the Digital Business Model
- ◆ Making a Financial Case for your Digital Product & Digital Business Model
- ◆ Raising Money for Commercial Development/Deployment
- ◆ Creating a Profitability Roadmap

## Module 6

### Digital Technologies & Business Models in Healthcare

- ◆ Telehealth & Telemedicine Business Models
- ◆ Wearables in Healthcare
- ◆ Virtual Reality (VR), Augmented Reality (AR), and Extended Reality (ER) in Healthcare
- ◆ Non-Emergency Medical Transportation

## Module 7

### Managing Digital Transformation Projects & IT Investments

- ◆ Crafting Technology Strategy
- ◆ Managing Multiple IT Initiatives & IT Portfolios
- ◆ Project Planning & Work-Breakdown Structures
- ◆ Managing Project Scope & Deliverables
- ◆ Managing Project Schedules & Resources
- ◆ Managing Risks in IT Project Design & Implementation
- ◆ Cost-Benefit Analysis of IT & Technology Investments



## Module 8

### Healthcare Data Strategy, Data Security & Governance

- ◆ Data Governance, Data Privacy & Security of IT Systems  
An Overview
- ◆ Data Privacy Standards in India & the GDPR requirements
- ◆ Data Strategy Development & Management
- ◆ Data Lifecycle & Data Governance
- ◆ Electronic Health Records & Inter- Operability Standards
- ◆ An overview of Data Security Risks
- ◆ Stake holder Analysis & The Data Governance Process
- ◆ Crafting a Data Governance & Data Use Policy

## Module 9

### Managing the Human Element in Digital Transformation

- ◆ Organizational Capabilities for Digital Initiatives in Healthcare
- ◆ Leadership Capabilities for Driving Digital Transformation
- ◆ Organization Culture & the Digital Business

# Program Certificate

On successful completion, participants will be awarded a certification from XLRI and SRIHER.

Please Note:

- ◆ A minimum of 70% attendance is required for successful program completion.
- ◆ Participants will undergo periodic evaluations through quizzes, assignments, projects, case studies, and other objective or subjective assessments, ensuring comprehensive learning.
- ◆ A dedicated capstone project will serve as a key evaluation criterion, determining eligibility for certification and demonstrating mastery of program concepts.



# Frequently Asked Questions

## **What is the eligibility criteria for enrolling in this program?**

Graduate/Diploma Holder (10+2+3) or Postgraduate from a recognized University. Minimum 5 years of work experience as on the program start date. Doctors, Owners of Clinics or Hospitals or Senior Executives like Directors at Hospitals/ Healthcare Organizations with at least 3 years of experience in healthcare can also apply

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## **Are there any LIVE sessions with the institute faculty in this course?**

Yes, LIVE sessions will be conducted by XLRI/ SRIHER faculty every Tuesdays and Fridays for 2 hours each. Apart from this, there will be a campus visit to XLRI where participants can learn, network, and interact with a diverse peer-group.

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## **Who evaluates the assignments, projects and simulations for this program?**

The actual evaluation component is at the discretion of the XLRI faculty. So the evaluation of assignments, projects and simulations would be done by the XLRI faculty.

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## **Who is the faculty for the LIVE Lectures?**

LIVE lectures are conducted by the faculty of XLRI and SRIHER, who have real-world experience in the domain.

### **Are the business simulations, if covered in this course taught by institute faculty?**

Yes, in this course, there are business simulations and group projects guided by XLRI faculty.

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### **Is there a qualifying mark/ grade to get the final certification in this course?**

Participants will be awarded a completion certificate from XLRI and SRIHER on completing all evaluation components, including the capstone project and maintaining a minimum attendance of 70%.

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### **Will AHA or XLRI Institute help with placement services?**

This programme is designed with some of the best faculty and to cover relevant topics in a manner that creates positive career outcomes. However, we do not offer any career/ placement services with this program.

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### **What type of certificate will I receive?**

Upon successful completion of the program, you will receive a completion certificate from XLRI and SRIHER.

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### **How long will I have access to the learning materials?**

Access to the recording of the live sessions will be made available to you until the completion of the program. Access to the learning platform is restricted to registered participants.

# Who should attend?

- ◆ Doctors, Medical Administrators & Hospital Managers
- ◆ Healthcare Technology and Digital Transformation Consultants
- ◆ Chief Technology Officers, Chief Digital Officers, Chief Operating Officers in Hospitals, Health Clinics, and Allied Healthcare Organizations
- ◆ Owners, Directors, & Promoters of Hospitals, Health Clinics & Allied Healthcare Organizations , Healthcare Policy Makers
- ◆ Professionals from allied sectors in the healthcare value chain

## Eligibility

- ◆ An undergraduate degree, preferably related to medicine, IT, or healthcare
- ◆ A minimum of 5 years of experience in a decision-making role within the healthcare ecosystem
- ◆ Professionals from allied sectors in the healthcare value chain



# About SRIHER



**SRI RAMACHANDRA**  
INSTITUTE OF HIGHER EDUCATION AND RESEARCH  
(Category - I Deemed to be University) Post-Graduate

Sri Ramachandra Institute of Higher Education and Research (SRIHER), a distinguished private Deemed-to-be University in Chennai, stands as a testament to decades of excellence in healthcare education and research. SRIHER has evolved into a comprehensive institution comprising nine constituent colleges and faculties, nurturing over 6,000 students. Founded in 1985 by the visionary N.P.V. Ramasamy Udayar, SRIHER's journey from a pioneering medical college to a prestigious university, granted Deemed-to-be status in 1994, reflects its unwavering commitment to academic advancement.





**Aster  
Health Academy**  
Transforming Healthcare Learning



# About Aster Health Academy

Aster Health Academy is a modern-day healthcare ed-tech company focused on professional education for both clinical and non-clinical functions. Against the backdrop of a global healthcare brand, the Academy draws from the Aster resource pool for industry veterans and healthcare specialists to contribute to the learning and development of the next in line.

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Reach out to our advisor on **18005701010**

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For registration and any other information, please get in touch with us at  
**[learn@asterhealthacademy.com](mailto:learn@asterhealthacademy.com)**