

Certificate in Healthcare Management

Complement your career and credentials through our Certificate Program.

Healthcare Management Certificate Course Descriptions:

THE HEALTHCARE DELIVERY SYSTEM This course will provide students with a historical perspective of the healthcare system and an understanding of some of the current environmental forces impacting managerial decision-making in healthcare organizations.

HEALTHCARE FINANCE The focus will be on the financial relationship between providers and various payer sources. Discussion will explore how services are coordinated to achieve positive patient outcomes while simultaneously ensuring an organization's financial health.

MARKETING FOR HEALTHCARE This course will consist of an in-depth study of the essential concepts of marketing and their application to healthcare organizations including the particulars of developing a comprehensive marketing plan.

HEALTHCARE HUMAN RESOURCES & POLICIES/PRACTICES Students will become familiar with all major areas of responsibility for Healthcare H.R. managers. Due to its paramount importance in today's healthcare industry, considerable attention will be given to the development of an effective recruitment/ retention program.

REGULATORY COMPLIANCE & ACCREDITATION This course will familiarize students with the operational role of managers/administrators in designing, implementing and overseeing system to ensure compliance with state and federal guidelines and to achieve and maintain JCAHO certification. A strong focus will be on developing organization specific quality management program.

HEALTHCARE LAW AND ETHICS Various legal and ethical issues related to managing a healthcare enterprise will be examined including the wide realm of bioethical issues under debate by healthcare professionals and policy makers.

Frequently Asked Questions

Q: What is a certificate?

A: Some reasons and benefits for getting a certificate are to demonstrate a passion for continuous learning, to pick up additional knowledge and to show an employer a more diverse background. Getting a certificate from The Wescoe School implies a rigorous course of study within a good academic setting that is known for its quality approach to education. The credits for the certificate appear on the student's transcript.

Q: How much does it cost?

A: The certificate program consists of six courses. Each course is billed at the same rate as the courses within The Wescoe School's Accelerated Degree program. For current tuition prices, please consult with an academic advisor or check our Web site at www.muhlenberg.edu/wescoe.

Q: How long does it take to acquire a certificate through The Wescoe School?

A: A certificate can be earned in the equivalent of two academic semesters. The actual course of study would be six courses, each lasting five weeks or a total of 30 weeks. Each week includes a four-hour class with the instructor and a team meeting on another night of the team's choice. Allowing for break and holiday time, the certificate can be completed in less than a year.

Do you have additional questions about our certificate programs or general questions about The Wescoe School?

Contact us at wescoe@muhlenberg.edu or 484-664-3300 to set up a personal advisement meeting.



For more information on our certificate in Healthcare Management or 25+ other programs of study offered at The Wescoe School, please visit our Web site at: www.muhlenberg.edu/wescoe or contact us today to schedule an advisement meeting: 484-664-3300 or wescoe@muhlenberg.edu.