

SEMESTER-IV

GANPAT UNIVERSITY										
FACULTY OF MANAGEMENT STUDIES										
Program		MBA		Branch/Spec.		MBA (Healthcare & Hospital Management) Elective Subject				
Semester		IV				Version		1.0.0.0		
Effective from Academic Year				2025-26		Effective for the batch Admitted in			June 2025	
Subject code		IVA01HIH		Subject Name		Health Informatics, Healthcare Analytics and Digital Health				
Teaching scheme						Examination scheme (Marks)				
(Per week)	Lecture(DT)		Practical(Lab.)		Total			CE	SEE	Total
	L	TU	P	TW						
Credit	2	0	0		2	Theory	100			100
Hours	2	0	0		30	Practical				
Objective: To equip MBA students with a strategic framework to understand and lead the digital transformation of healthcare, leveraging informatics, analytics, and digital health innovations to improve outcomes and create new business value.										
Course Outcome: CO 1: The students will be able to explain the core concepts of the digital health ecosystem and the strategic importance of health data management. CO 2: The students will be able to analyze the application of healthcare analytics in driving operational efficiency, clinical quality, and population health management. CO 3: The students will be able to evaluate the business models and go-to-market strategies for various digital health solutions, including telehealth and digital therapeutics. CO 4: The students will be able to formulate a strategic approach for digital health implementation, considering regulatory pathways, ethical challenges, and future trends.										
Theory syllabus										
Unit	Content									Hrs
1	Foundations of the Digital Health Revolution, The Healthcare Ecosystem: Payers, Providers, Pharma, The Challenge of Health Data: Silos, Quality, Volume, Defining Health Informatics & Digital Health, The Value Proposition: The Triple Aim of Healthcare, Electronic Health Records (EHRs): A Manager's View, The Strategic Role of the Chief Health Information Officer (CHIO)									6
2	Healthcare Analytics for Business Value, The Healthcare Analytics Maturity Curve, Operational Analytics: Improving Hospital Efficiency, Patient Flow, Financial Analytics: Revenue Cycle Management, Cost Optimization, Clinical Analytics: Improving Patient Outcomes (Conceptual), Population Health Management & Risk Stratification, The Role of AI & Predictive Models in Healthcare (Conceptual), Real-World Evidence (RWE) for Strategy & Research.									8
3	Digital Health Business Models & Solutions, Telehealth & Virtual Care Delivery Models, Remote Patient Monitoring (RPM) for Chronic Disease, Digital Therapeutics (DTx): "Software as a Drug", Wearables, mHealth Apps & Patient Engagement Platforms, Business Models: Subscription, Outcome-Based, SaaS, Go-to-Market Strategy for a Digital Health Solution, The Digital Front Door for Healthcare									8

	Systems.	
4	Strategic Implementation and Future Frontiers, The Regulatory Landscape: HIPAA, GDPR, SaMD, FDA Pathways for Digital Health Tools, Data Interoperability Standards: HL7 & FHIR (Conceptual), Building Digital Health Partnerships & Ecosystems, Data Governance, Privacy, and Security Strategy, Ethical AI in Healthcare: Bias, Fairness & Trust, The Future: The Digital Twin, AI in Diagnostics, Genomics.	8
Practical content		
Reference Books		
1.	Topol, Eric. Deep Medicine: How Artificial Intelligence Can Make Healthcare Human Again. Basic Books, 2019.	
2.	Christensen, Clayton M., et al. The Innovator's Prescription: A Disruptive Solution for Health Care. McGraw-Hill, 2008.	
3.	Rogers, David L. The Digital Transformation Playbook: Rethink Your Business for the Digital Age. Columbia Business School Publishing, 2016.	
4.	Hoyt, Robert E., and Bailey, Ann. Health Informatics: Practical Guide. 8th Edition, Informatics Publishing, 2021.	
5.	Iansiti, Marco, and Lakhani, Karim R. Competing in the Age of AI: Strategy and Leadership When Algorithms and Networks Run the World. Harvard Business Review Press, 2020.	
6.	Austin, Charles, and Boxerman, Stuart. Healthcare Analytics for Quality and Performance Improvement. 2nd Edition, Health Administration Press, 2018.	
7.	Davenport, Thomas H., and Harris, Jeanne G. Competing on Analytics: The New Science of Winning. Harvard Business Review Press, 2017.	
8.	Gawande, Atul. The Checklist Manifesto: How to Get Things Right. Metropolitan Books, 2009.	
9.	Wachter, Robert M. The Digital Doctor: Hope, Hype, and Harm at the Dawn of Medicine's Computer Age. McGraw-Hill, 2015.	
10.	Pearl, Robert. Uncaring: How the Culture of Medicine Kills Doctors and Patients. PublicAffairs, 2021.	
11.	World Health Organization. Global strategy on digital health 2020-2025. WHO, 2021.	