

*SEIZING OPPORTUNITIES
IN A TECHNOLOGICAL ERA*

PROGRAM APOLLO

FOR HEALTHCARE PROFESSIONALS



Rensselaer | **LALLY SCHOOL**
OF MANAGEMENT & TECHNOLOGY



Today's healthcare professionals face daunting high-risk, high-reward choices when it comes to the pursuit of new business opportunities. Technology-driven services present compelling prospects to better clinical outcomes while improving healthcare service organizations' competitiveness and financial performance. However, even the most seasoned manager may have difficulty navigating the clinical and economic analysis required to make good budgeting and investment decisions. How can healthcare professionals best compete in today's rapidly changing healthcare marketplace?

Program Apollo—an innovative executive education program—was designed to challenge experienced healthcare professionals to capitalize on opportunities presented by emerging healthcare technologies.

Program Apollo graduates will gain specific skills enabling them to:

- Identify and evaluate technology-driven business opportunities.
- Improve organizational budget and investment decision-making processes.
- Optimize financial performance of complex service lines.
- Understand incentive alignment between clinical and business functions within the hospital.

Program Apollo participants will have the opportunity to network with fellow healthcare executives, leading management faculty, and other healthcare management thought leaders.

Program Apollo is an immersion experience created to give healthcare leaders the analytical skills and personal confidence to seize opportunities in a technological era. By arming healthcare leaders with the skills to create and execute visionary strategies in a complex marketplace, **Program Apollo** aims to transform the management of healthcare technology.

INNOVATION IN EDUCATION TO SUPPORT HEALTHCARE LEADERS

WHAT PAST PARTICIPANTS SAY

"I was generally not in favor of this type of experiential training with a focus on small workshops with people I did not know and with information that I was not comfortable with. I was wrong. This was a 'stretch' assignment for me and I'm better for the experience. Thank you."

*Senior Executive
St. Raphael Hospital, Connecticut*



The Lally School of Management and Technology at Rensselaer Polytechnic Institute has partnered with Medtronic to launch **Program Apollo** on Rensselaer's campus in Troy, N.Y. The interdisciplinary collaboration provides increased opportunities for understanding the business of healthcare management.

At the core of **Program Apollo** is **Strategy Laboratories®**, an industry simulator powered by Janus Enterprise International, LLC, that creates a highly interactive virtual environment simulating the challenges and complexity of the U.S. healthcare market. **Program Apollo** weaves together team-based learning with market simulation, driving participants to discover hidden opportunities, analyze competing strategies to capitalize on those opportunities, and execute market-driven strategies that maximize clinical and financial performance.

By facilitating experimentation with high-risk, high-reward business strategies in a no-risk environment, healthcare professionals emerge from **Program Apollo** with optimized decision-making capabilities and renewed confidence in their ability to lead their organizations to unparalleled financial and clinical performance.

WHO SHOULD ATTEND **PROGRAM APOLLO**?

Program Apollo is designed for experienced professionals and emerging leaders in the healthcare services industry. Physician leaders, nurse leaders, and senior administrative executives in hospitals, health systems, group practices, and other healthcare organizations will benefit from the immersive strategy and leadership development experience. Positions of attendees may include but are not limited to: Chief Executive Officer, Chief Financial Officer, Chief Marketing Officer, Chief Operations Officer, Department Chair or Chief, or Department Administrator.

**All graduating participants will be awarded
(3) three Continuing Education Units**

About the Lally School at Rensselaer

The Lally School of Management and Technology was founded in 1963 as an integral part of Rensselaer Polytechnic Institute, the nation's oldest degree-granting technological university. Building on Rensselaer's heritage of more than 175 years of leadership in science and engineering, the Lally School is dedicated to advancing business through innovation. The Lally School's curriculum is designed to produce leaders who combine creative passion with the ability to integrate technology across business functions.

About Rensselaer

Rensselaer Polytechnic Institute, founded in 1824, is the nation's oldest technological university. The university offers bachelor's, master's, and doctoral degrees in engineering, the sciences, information technology, architecture, management, and the humanities and social sciences. Institute programs serve undergraduates, graduate students, and working professionals around the world. Rensselaer faculty are known for pre-eminence in research conducted in a wide range of fields, with particular emphasis in biotechnology, nanotechnology, information technology, and the media arts and technology. The Institute is well known for its success in the transfer of technology from the laboratory to the marketplace so that new discoveries and inventions benefit human life, protect the environment, and strengthen economic development.

About Medtronic, Executive Sponsor

Medtronic is the world leader in medical technology providing lifelong solutions for people with chronic disease. Medtronic has teamed with the Lally School of Management and Technology to create an executive education program that is specifically tailored to meet the needs of senior hospital leaders. By contributing its expertise in healthcare technology evolution, Medtronic has prepared a world-class training program for experienced hospital managers eager to capitalize on emerging opportunities in the healthcare services marketplace. Having long recognized its duty to help customers navigate the complex healthcare landscape, Medtronic is proud to be the executive sponsor of Program Apollo.

TECH VALLEY

ONE OF THE LEADING REGIONS FOR INNOVATIVE TECHNOLOGIES

Rensselaer's Troy campus is located in the heart of New York's Tech Valley, one of the country's fastest growing regions for technology-focused businesses. Tech Valley placed 3rd on the Forbes magazine list of best places for quality of education, 18th on the Forbes list of best places to do business, and was in Inc. Magazine's top 25 places for doing business.

In the midst of a culturally rich population center surrounded by the Adirondack, Catskill, Berkshire, and Green mountains, the Rensselaer campus is only a few hours by car from Boston, New York City, and Montreal. RPI is centrally located near major highways in New York State and is 15 minutes drive from Albany International Airport.

MORE INFORMATION

Please visit our Web site for:

- Program Agenda
- Travel Information
- Tuition Information
- Speaker Information
- Application Instructions

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www.lallyschool.rpi.edu/apollo

Name: _____

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