



Online Certificate Course

In

**Managerial Effectiveness in
Healthcare Services**

For Registration Call

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For more details please visit us at

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Course Overview

Certificate course in Front Desk Managerial Effectiveness offers a unique title in field of healthcare i.e. Front Desk Manager. A front desk manager is the senior person in an office environment and accountable for maintaining a professional work environment, staff supervision and administrative support.

This certificate course has been specially tailored for Skill enhancement of Front Desk Managers in hospitals and presents a systematic approach by detailing front office procedures i.e. admissions, discharges, patient expectations, quality standards, roles and responsibilities of a manager, relevant hospital policies, interaction with various stake holders. The course also examines various elements of effective front office management, paying particular attention to planning and evaluation of front office operations and human resource management. The training provides innovative planning ideas, understanding the hospital structure, preparing for multitasking abilities to meet an effective and efficient environment in the hospital.

Learning Objective

To enhance technical skills/work efficiency in the following core areas of Front Desk Managerial Effectiveness:

- To understand the Concept of a Manager in the hospital at all levels.
- To attain clarity on various departments functional in a hospital.
- Explore the duties and responsibilities of the front office staff and manager
- To understand the policies, procedures and statements upon which the SOP guidelines are being prepared in a hospital
- Attain command over the common clinical & non clinical terminologies
- Ability to manage and interact with the Internal & External customers and clients of the hospital
- Understand the relevance and significance of Customer / Patient Service Excellence in Healthcare, effective handling of different category of Patients - Paid / Non-Paid, Emergency, VIPs etc.

- Understand NABH & other quality standards applicable to the Front office

Eligibility Criteria

- MBA in Health Administration/Finance/Marketing
- Graduate with at least 2-3 years of experience as a Front Office Executive
- Basic Knowledge of computers

Course Duration

3 months online course with 2 days contact program supported by expert faculty and exposure visit.

Course Content

The Course content has been grouped in the following 8 blocks for execution in three terms of one month each:

Term-I

1. Introductory aspects of Front Desk Managerial Effectiveness
2. Internal and External Clients of the Hospital
3. Prominence of Front Desk Manager

Term -2

1. Customer Service Excellence & Satisfaction
2. Legal Aspects of Relevance at the Front Desk.
3. Personal and Business Etiquette

Term-3

1. Communication Skills in Healthcare
2. Best Management Practices & Concepts in Front Desk Management

Course Highlights

- Course Pedagogy which includes Webinars, E-Groups Work/Presentation, Live Lectures by subject experts, chats, instant Messaging, blogs, Screen shares , Project Work
- Reference subject content through E-Library
- Each block culminating into a qualifying assignment
- Credits based teaching outcomes for global application

Course Material

Each student will be provided with the following:

- Hard and soft copy of course contents
- Power point presentation
- Video of Group Exercises, Webinars and Live Lectures (optional)

Evaluation and Grading

Evaluation will collate candidate performance based on assessments, completion of project work, participation in E-group work, webinar, chats, usage of E Library and participation in contact program. Grading will be done based on Letter Grade Point percentage/percentile

Certification

Successful candidates will be awarded a certificate by the Astron Institute of Social Sciences and International Accreditation Organization (IAO), USA.

Who can join?

- Front Office Executives
- Patient Care Officers
- Help Desk Officers
- Managerial Staff

Value Proposition for the Candidate

Become pertinent for a post of :

- Front Office Manager of a hospital, Diagnostic Centre, Hospital, Nursing Home, Diagnostic Centre etc.
- Hospitality Management
- Front Office Operations Management

Value Proposition for the Organization

Generate in-house resource with:

- Good leadership skills
- Decision-making
- Develop Best Management Practices and Concepts