



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Executive Certificate in Business Management for Medical Professionals

(for Doctors, Dermatologists, Veterinarians, and Dentists)

A Comprehensive Business Management Toolkit
for Medical Professionals.

Program starts in March 2025



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OVERVIEW

In the ever-evolving landscape of healthcare and patient care, the need for medical professionals to possess strong business acumen, strategic foresight, and effective leadership and management skills is more critical than ever. The Executive Certificate in Business Management for Medical Professionals has been developed to provide a comprehensive and tailored program specifically designed for healthcare professionals (doctors, dermatologists, veterinarians, and dentists) dedicated to managing and thriving in their medical practices. Recognizing that success in the healthcare industry requires more than clinical expertise, this program aims to equip medical professionals with the essential business tools, knowledge, and insights needed to navigate the complexities of modern healthcare business management.

This executive certificate program is anchored in the understanding that medical practitioners are not only healers but also business leaders and entrepreneurs in their own right. The curriculum goes beyond traditional medical training, delving into strategic planning, financial management, people management, operations and customer service, and effective leadership practices. Participants will go through a transformative journey that integrates business principles seamlessly into their medical practice, fostering a holistic approach to healthcare business management. Through a combination of practical case studies, interactive sessions, and real-world applications, participants will gain actionable insights that empower them to make informed business decisions, optimize operational efficiency, and position their practices for long-term success in an increasingly competitive and dynamic healthcare environment.

PROGRAM SCHEDULE

Live Online

- March 18, 20, 25, 27, 2025
- April 1, 3, 8, 10, 15, 22, 24, 29, 2025
- May 6, 8, 13, 15, 20, 22, 27, 29, 2025
- June 3, 5, 10, 2025

Face-to-Face On-campus

- June 17, 2025
- 8:30 AM to 5:00 PM

PROGRAM FEE

PHP 89,990.00 or USD 1,636.00*

*The prevailing exchange rate at the date of payment may apply.

YOUR PROGRAM FACULTY



Alberto G. Mateo, Jr.

Clinical Professor, Finance and Leadership
Head, School of Executive Education
and Lifelong Learning
Asian Institute of Management

Let us know if you are interested to avail of early bird/group discount or discuss payment terms.

To find out how you can participate, contact us at SEELL@aim.edu or visit <https://go.aim.edu/seellinquiries>

Download our latest program calendar at <https://go.aim.edu/seellprogramcalendar>



FOR INQUIRIES:

School of Executive Education and Lifelong Learning, Asian Institute of Management
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123 Paseo de Roxas, Makati City Philippines 1229
SEELL@aim.edu | +632 8892 4011 | www.aim.edu



By enrolling in this program, medical professionals will not only enhance their leadership and management capabilities but also contribute to elevating the overall standard of professional healthcare business management. The Executive Certificate in Business Management for Medical Professionals is more than just a lifelong learning journey; it is a strategic investment for your future as a professional entrepreneur, a medical practitioner equipped to drive positive change, foster innovation, and lead their practices to new heights of healthcare business excellence.

WHAT YOU WILL LEARN

Day 1 Foundations on Management	Day 2 Critical Thinking & Decision Making	Day 3 Critical Thinking & Decision Making	Day 4 Environmental Scanning and Analysis	Day 5 Market Analysis and Insights
Day 6 Business Modelling for a Professional Business	Day 7 Design Thinking for Services Innovation	Day 8 Design Thinking for Services Innovation	Day 9 Strategy Formulation and Implementation	Day 10 Strategy Formulation and Implementation
Day 11 Marketing Management	Day 12 Digital and Social Media Marketing	Day 13 Digital and Social Media Marketing	Day 14 Accounting for Business	Day 15 Pricing and Cost Management





Day 16 Financial Management	Day 17 Tax and Audit Controls	Day 18 Operations Excellence and Quality Management	Day 19 Operations Excellence and Quality Management	Day 20 Self Mastery and Emotional Intelligence
Day 21 Fundamentals of People Management	Day 22 Performance Management for Peak Performance	Day 23 Situational Leadership	Day 24 Coaching for Leaders	Day 25 Excellence in Execution

PROGRAM OBJECTIVES

At the end of the program, you will be able to:

- Strengthen Business Acumen
- Strategically Identify and Seize Growth Opportunities
- Make Informed and Strategic Business Decisions
- Proactively Manage Costs, Revenue, Cashflows, and Profitability
- Improve Leadership and People Skills
- Drive Innovation for Enhanced Patient Experience
- Prepare a Comprehensive Business Plan for your Business for overall business growth

WHO SHOULD ATTEND

This executive certificate program is specifically designed for medical professionals seeking to elevate their expertise beyond clinical practice and strengthen their roles as strategic medical leaders and business-minded practitioners within the healthcare sector. Tailored for physicians, dentists, veterinarians, and dermatologists, this program caters to those who aspire to proactively manage and grow their medical practices. Whether you are a seasoned practitioner seeking to enhance your business acumen or an emerging professional eager to navigate the complexities of healthcare management, this program is your gateway to a comprehensive skill set. It is crafted for individuals who recognize the imperative of integrating strategic, financial, and leadership insights into their medical practice, ultimately empowering them to thrive in an ever-evolving healthcare landscape and contribute meaningfully to the success and innovation of their respective healthcare organizations.





PROGRAM FACULTY



Alberto G. Mateo, Jr.
Clinical Professor and Head, School of Executive Education and
Lifelong Learning
Asian Institute of Management

Professor Alberto G. Mateo, Jr. is a seasoned business leader, educator, and certified coach. He earned his coaching certification from the NeuroLeadership Institute and is currently a practicing executive coach. Professor Mateo brings with him thirty-four years of progressive experience in the fields of general management, finance, human resources, and management education with multinational sales organizations and academic institutions.

He is currently the Head of the School of Executive Education and Lifelong Learning at the Asian Institute of Management. Before joining AIM, he was the President and Managing Director of HP Inc. and Pfizer, Inc. in the Philippines.



Maria Angelica B. Lleander
Adjunct Faculty
Asian Institute of Management

Ma. Angelica B. Lleander (Marian) is a leadership and team coach with an Associate Certified Coach credential from the International Coach Federation (ICF). She obtained her coaching training and certification from the Hudson Institute of Coaching (Santa Barbara, California) in 2012. She has been in the field of human resources development for more than 30 years, heading the country Human Resources functions of global companies such as Pfizer. She has a Master of Arts in Psychology degree from the Catholic University of America, a Master in Business Administration degree and a Bachelor of Science degree in Psychology from the University of the Philippines.





Masaki Mitsuhashi
Adjunct Faculty
Asian Institute of Management

Masaki Mitsuhashi is a Certified Innovation Professional and an Innovation Master from the Global Innovation Management Institute. He graduated from the Asian Institute of Management with the degree Master of Science in Innovation and Business where he was the sole-recipient of the TEKTONIK Scholarship Award. He has worked with international and local organizations such as United Nations Environment, United Nations Development Program, United Nations Population Fund, RTI International, Ramon Magsaysay Award Foundation, PhilDev, ReBirth PH, Plan International, SEEDS Asia, iACADEMY, iACADEMY Pro, and Natalie in the Light working towards empowering communities in the Philippines, Asia and other regions.



Marju P. Geslani
Adjunct Faculty
Asian Institute of Management

Marju P. Geslani is an experienced Sales and Marketing executive, entrepreneur, and educator.

He earned his MBA and Undergraduate Degrees from San Beda College and completed the Management Development Program at the Asian Institute of Management. Professor Geslani brings with him twenty-five years of progressive experience in the fields of Sales and Channel Management, Brand Marketing, Brand Operations, Trial Marketing, Trade Marketing, Shopper Marketing, and E-commerce with Multinational FMCG and Telecommunication companies.

He is currently the Customer Marketing Group Head of Nutri-Asia, Inc. Prior to joining Nutri-Asia, he was with Procter and Gamble as Country Commercial Manager of Professional Business and Brand Operations Director.





Rafael L. Camus
Clinical Professor, Strategy
Asian Institute of Management

Rico Camus has 14 years of management experience in Sales and Marketing, covering various products and industries, including consumer pharmaceuticals and mobile telecommunications. As convergence became a buzzword he moved over to the media industry in 2003, to join ABS CBN Corp. He retired there after 17 years in different divisions and responsibilities, and his last post was Innovation Officer of the Innovation Consulting Group. Over four years, he worked to build a culture of innovation across the company by consulting with the operating business units. He holds an MBA from the Wharton School of the University of Pennsylvania, with a concentration in Marketing and a minor in Decision Sciences.



Candice Ann P. Lapan, CPA
Adjunct Faculty
Asian Institute of Management

Candice Lapan is a consultant of Product and Business Development Group of E-Science Corporation since 2019, Acting in a consultant capacity, designs customer program frameworks and workflow automations for application and systems development. Candy is a Certified Public Accountant and was a Board of Director – Chairperson, Pfizer Multi-Purpose Cooperative.

She also served as the Senior Manager, Health and Value Group of Pfizer Inc (2005-2019). She worked as a Product Manager of Bank of the Philippines Islands and Tax Auditor in Sycip, Gorres, Velayo & Co. Candy finished her MBA from Asian Institute of Management and Bachelor of Science in Business Administration and Accountancy from University of the Philippines.





Earning a SEELL Postgraduate Certificate and Diploma

SEELL offers Postgraduate Stackable Certificate Courses in various areas of concentration and discipline, which build an individual's qualifications and distinguish their professional value. It enables professionals to develop their proficiency in diverse areas of concentration in a personalized and more manageable manner.

By successfully completing SEELL's programs, credentials can be earned over time, stacked towards earning a Postgraduate Certificate in an area of their choice, and ultimately, a Postgraduate Diploma in Management. This leads to more career opportunities, advancement, and potentially high-paying jobs.

EARNING CREDENTIALS

Successfully completing the program earns participants 5 units which can be credited to the following:

- Executive Certificate in Business Management for Medical Professionals

*Postgraduate Certificates require five (5) units earned within two (2) years.

Participants will also earn Five (5) units which can be credited to the Postgraduate Diploma in Management.

*The Postgraduate Diploma in Management requires a total of twenty (20) units earned within three (3) years.

ELIGIBLE PROGRAMS

For guidance on other eligible programs for Postgraduate Certificates and designing your learning journey with SEELL, please email us at SEELL@aim.edu or visit our website at <https://executiveeducation.aim.edu>



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