



European MBA in Healthcare Online

– invitation to cooperation for healthcare institutions, lecturers and experts

Dear Sir / Madam,

On behalf of Collegium Prometricum – European School for Healthcare Administration and Public Health – and our partners, we cordially invite you to cooperate with us on the European MBA in Healthcare Online project.

The purpose of European MBA in Healthcare Online is to create a European platform to exchange experiences related to the management of healthcare institutions and medical entities under the circumstances of reoccurring crises.

The EU MBA in Healthcare is a postgraduate program dedicated to managers and officials of healthcare institutions and hospitals. This program consists of a series of **real-time webinars conducted by experts representing various European countries**. The curriculum is based on the Association of MBAs (AMBA) and International Hospital Federation (IHF) guidelines. Apart from real-time webinars (over 450 hours), the program includes materials delivered as e-learning and the possibility to participate in study tours organised throughout many European countries. This EU MBA in Healthcare program lasts three semesters and requires around 1500 hours of students' commitment. The next session starts on 18th of March 2023 and students will graduate during the ceremony in Gdańsk Old Town in 22th June 2024.

One of the unique aspects of EU MBA in Healthcare involves presentations conducted by representatives from various European countries concerning the specifics of their healthcare systems and cutting edge projects aimed at improving the well-being of their respective citizens.

The European MBA in Healthcare curriculum covers the following main subject areas:

1. Leadership
2. Business
3. Health and Healthcare Environment
4. Communication and Relationship Management
5. Professional and Social Responsibility
6. Digitalization and Digital Skills in Healthcare

We are open to the constant expansion of the group of experts creating the European MBA in Healthcare Online and improving its curriculum.



Cooperation proposal for health authorities and organisations

We would like to propose national health authorities and healthcare organizations across Europe to deliver a webinar to international students representing European healthcare institutions and entities in one of the subjects below:

1. The specificity of healthcare system solutions in the selected country (ca. 4 hours).
2. Selected projects to improve the functioning of the national healthcare system (4 hours).

The webinar should refer to the template adopted in the proposal (which we will forward to the indicated persons in further correspondence along with the schedule of available dates).

We kindly ask you to confirm the possibility of cooperation till the end of June 2022.

Cooperation proposal for lecturers and experts

We invite both academics and practitioners from all over Europe to cooperate with us on the European MBA in Healthcare project. Interested lecturers are asked to contact us and propose the topic of the webinar in order to determine the possibility of including it in one of the main thematic areas. Webinars are held on Saturdays. Each day, we expect about 8 hours of student work, and the assumption is that these are two, exceptionally three lectures. We also invite you to cooperate in the development of supplementary materials delivered to students in the form of e-learning.

Information about the project details can be found on the website www.prometricum.eu
We will be happy to provide you with additional information on the terms and conditions of participation in the project as a lecturer or member of the advisory board.

Should you have any further enquiries, please do not hesitate to contact Ms Sylwia Miezio M.Sc. Eng., Director of MBA Program, mba@prometricum.eu.

Piotr Szynkiewicz, PhD, MBA

President of Collegium Prometricum

Sopot, Poland, 18th of May 2022



About Collegium Prometricum and European MBA in Healthcare Online

Collegium Prometricum is a healthcare educational entity established by the Prometriq Management Academy in Sopot, Poland (1998). Prometriq carries out MBA in Healthcare post graduate studies (approx. 1400 graduates) in cooperation with Porto Business School (accredited by AMBA and AACSB). Collegium Prometricum is a member of the Polish Hospital Federation, CEEMAN (The International Association for Management Development in Dynamic Societies) and the Baltic Management Development Association (BMDA).

Collegium Prometricum offers healthcare managers and officials the opportunity to grow professionally and personally by studying remotely and networking in the real world. We prepare healthcare managers for future challenges by providing them with up-to-date knowledge, managerial skills development, and encouragement to change. We accomplish our tasks by:

- delivering the European MBA in Healthcare ONLINE (real time webinars)
- promoting the exchange of experience between managers and officials in European countries – European MBA Healthcare Study Tours
- developing and implementing programs that cover the most significant and up-to-date aspects of expertise and leadership within the health sector (e.g., digital competences).

The purpose of European MBA in Healthcare Online is to create a European platform for the exchange of experience related to the management of healthcare institutions and medical entities under the circumstances of reoccurring crises. The compulsion to establish the new MBA program was the experience of the COVID-19 pandemic, which became a challenge not only for government administrations but above all, for managers and employees of healthcare entities. Issues related to migration, climate change and other turbulences in healthcare systems require a new approach and new spectrum of managerial competences.

Due to the specificity of healthcare, many management methods and tools proven in other industries do not bring the expected results. Collegium Prometricum lecturers are experts who have been for years participating in the search for effective management solutions for the healthcare sector, understanding its specificity and complexity.

An important complementary element to the European MBA in Healthcare is a series of study tours throughout European countries. This initiative is carried out under the honorary patronage of the **Ministry of Health of the Republic of Poland, Marshal of the Pomorskie Voivodeship, President of Gdansk City, National Centre for Quality Assessment of Healthcare in Poland.**



Collegium Prometricum organizational structure

Program Council

The Program Council consists of representatives of universities cooperating within Collegium Prometricum, national health authorities and international healthcare organizations and professional associations. The purpose of the Program Council is to enable institutions to influence the development strategy of Collegium Prometricum, and in particular, the scope and shape of the program content important for the development of key managerial competences in healthcare sector. The Council meets once a year remotely, approximately two months before the launch of each subsequent edition of the European MBA in Healthcare. The meeting of the board is preceded by the submission of the Management Board's report and proposals developed by the Advisory Board.

The next meeting of the Program Council is scheduled for December 2022.

Advisory Board

The Advisory Board consists of representatives of educational institutions and healthcare experts in various countries, who actively participate in the process of managing healthcare entities and improving management skills. The purpose of the Advisory Board is to invite to Collegium Prometricum the best faculty, content and teaching methods available. The role of Advisory Board members is also to advise the Management Board on the directions of the development strategy. The advisory board works on a permanent basis in the study of issues proposed by the Management Board.

Management Board

The management board is responsible for developing an operating strategy and day-to-day operational activities, including the organization of management training at the highest world level. The management board is also particularly responsible for shaping a positive image of the project and its shareholders.

The board is chaired by Piotr Szykiewicz – a graduate of the University of Gdańsk (Faculty of Biology, Geography and Oceanology) and the Medical University of Lodz (doctoral dissertation in public health) and the MBA program of the University of Strathclyde in Glasgow. From 1998, the president of the board of Prometriq Management Academy. He has experience as an academic lecturer and manager of numerous health projects commissioned by the Ministry of Health of the Polish Republic and the National Research and Development Center in Poland, also supported by European funds.