MBA
HEALTHCARE
INNOVATION
MANAGEMENT, INNOVATION AND
ENTREPRENEURSHIP IN HEALTHCARE

RAPHAEL RECANATI INTERNATIONAL SCHOOL
at IDC HERZLIYA
ARISON SCHOOL OF BUSINESS
THE CHAIM SHEBA MEDICAL CENTER,
TEL HASHOMER

ACADEMIC YEAR
2018-2019
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IDC Herzliya was founded with the aim of nurturing future leaders. In just over two decades, the university’s founders, professors and administration have created a center of academic innovation.

The students are imbued with a commitment to excellence and original thinking. At IDC they are given the opportunity to foster strong relationships with those in the business world, both in Israel and beyond.

We strongly believe that the knowledge and tools acquired at IDC support personal and professional goal fulfillment. We are confident that our students graduate with the ability to tackle the challenges of our global reality.”
Healthcare systems are going through enormous changes worldwide. There is an immediate need to face and resolve challenges such as skyrocketing healthcare costs, sub-optimal quality of care and being more patient and person-centered. This requires a complete redesign that will necessitate innovative multidisciplinary solutions, leveraging technology, science, information systems and national policy.

I am happy to introduce our new MBA program in Healthcare Innovation, offered by the Arison School of Business at IDC Herzliya, in collaboration with the largest hospital in Israel, Sheba Medical Center.

Our program is designed to prepare the future leaders of the healthcare industry to develop solutions that will enable a redesign on the technological, scientific, pharmaceutical, digital, and policy levels, as well as for emergency and disaster management where we foresee a growing global need.

The program brings together all the unique advantages of Israeli innovation to provide the tools and skills necessary to understand the complexity of the healthcare world today. Our curriculum and practical experience emphasize innovative thinking and entrepreneurship.

Together with my colleagues Prof. Yitshak Kreiss, Dr. Eyal Zimlichman and Dr. Nathalie Bloch, I invite you to take advantage of this opportunity and join our group of talented professionals who will be tomorrow’s leaders and pioneers in management and innovation.

PROF. VARDA LIBERMAN
Head, MBA Healthcare Innovation, IDC

"The program brings together all the unique advantages of Israeli innovation to provide the tools and skills necessary to understand the complexity of the healthcare world today."

THE CHAIM SHEBA MEDICAL CENTER, TEL HASHOMER

PROF. YITSHAK KREISS
Director General

DR. NATHALIE BLOCH
Head, Innovation Center

DR. EYAL ZIMLICHMAN
Deputy Director General and Chief Medical and Innovation Officer
THE PROGRAM

The culture of innovation and discovery that permeates Israeli society is the perfect backdrop for studies in healthcare innovation. That culture thrives strongest in the city of Herzliya, a hub of Israeli hi-tech companies, and home to the Interdisciplinary Center (IDC) Herzliya, recognized for its cutting-edge approach to innovation and entrepreneurship studies.

This one-year MBA in Healthcare Innovation is the first-of-its-kind in Israel. The program is led by a highly qualified and dedicated team and brings together all the best elements of Israeli innovation and academics to provide an MBA experience which is unparalleled.

The program is designed for professionals from Israel and abroad who have experience in the field of healthcare, or are interested in management, innovation and entrepreneurship in healthcare. Suitable candidates include those coming from the healthcare system, biomedicine and pharmacology. We also welcome professionals with backgrounds in hi-tech, research, investment, management and public policy.

HIGHLIGHTS

- Students will master three core areas
  - Business Administration
  - Healthcare Management
  - Innovation and Entrepreneurship
- Parallel to core studies students will participate in a hands-on practicum in innovation and entrepreneurship.
- Partnership with the Innovation Center at the Sheba Medical Center
- Leading guest lecturers from Ivy League universities and from the industry
- One-week study trip to Boston, USA where students will meet with top leaders of the Harvard Medical School innovation program, leaders of local healthcare organizations, and mentors from the well-known Mass Challenge (MC) accelerator.
- Studies conducted in English
- This is a one year program that will start in November 2018.

ARIELA VOLE LANIADO
Program Director
CURRICULUM

The program comprises 52 academic credits to be taken over the course of one year.

BUSINESS ADMINISTRATION

Data Analysis
Financial Management
Contemporary Accounting
Marketing Management
The International Language of Negotiation
Decision Making Under Uncertainty
Managing Innovative Ventures with HC Approach
Business Communication
Enterprising Leadership in Complex Healthcare Environments

HEALTHCARE MANAGEMENT

Health Economics
HC Leadership & Disaster Management
Healthcare Systems & Industry
Redesigning Healthcare
Global Health

INNOVATION & ENTREPRENEURSHIP

Introduction to Innovation & Entrepreneurship
Design Thinking & Innovation
Highlights in Healthcare Innovation
Study trip to Boston (optional)

PRACTICUM

Parallel to core studies students will participate in a hands-on practicum in innovation and entrepreneurship over the course of the year.

SCHEDULE

• Studies will take place twice a week: Tuesdays in the afternoon and evening; Friday mornings.
• During mini-semesters 1 and 2 there will be an additional (optional) day of practice on Sunday.
• Few courses will be taught intensively over a few days, with full-day studies.

* The academic administration of IDC Herzliya reserves the right to make changes to the curriculum.
PRACTICUM

Our program offers a practical, hands-on approach. We believe that the best learning happens when students are able to implement the theory they have learned in class in a real-world situation, with the full guidance and mentoring of our staff throughout the process. Therefore, we offer a wide variety of practicum opportunities.

Students are able to choose one (or both, if they so wish) of the following tracks

1. Internship In this track students will join an existing company or organization in the Israeli healthcare industry, such as leading hospitals and HMOs, medical startups, healthcare VC/PE firms, public companies, medical accelerators, R&D centers and NGOs. Within these organizations they will get involved in the day-to-day operations, will be guided to an out-of-the-box thinking about processes and workflows. Through their practicum students will also be exposed to the vast network within the Israeli ecosystem.

2. Mentorship In this track students will have a unique opportunity to experience the development of a venture from an idea to a final product. Students will learn how to identify and address important healthcare needs, develop innovative diagnostics or other health technologies and products, and prepare to bring them into patient care through a start-up, corporation or other channels.

STUDY TRIP TO BOSTON (OPTIONAL)

Students will have the option of participating in a one-week field trip to Boston. During this trip, students will meet with the top leaders of the Harvard Medical School innovation program and fellowships, tour the Harvard Innovation Lab (i-lab), meet with leaders of local healthcare organizations who have led enormous changes in their own organizations in the past several years since the health care reform was implemented and with the local digital health industry. Students will also meet with mentors from the well-known Mass Challenge (MC) accelerator.

A minimum number of participants is required for the study trip to Boston. The trip is not included in the tuition.
Prof. Arnon Afek, MD, The Hebrew University of Jerusalem; MHA, Ben-Gurion University of the Negev
Associate Director General of The Chaim Sheba Medical Center; Acting Director of Sheba General Hospital; Director, NY State/ American MD Program, Sackler School of Medicine, Tel Aviv University; Chairman, National Council of Pathology and Forensic Medicine
Prof. Afek served as the Director General of the Israel Ministry of Health and in several public capacities, which required him to design health policies and improve quality of care. He was appointed a member of the Bureau of Governors of the OECD Health Committee. Prof. Afek is a decorated director and professor having received awards for improving quality of care in neonatal units, reducing bureaucracy in physician licensing and excellence in teaching.

Dr. Nathalie Bloch, MD, Tel Aviv University; MPA Harvard Kennedy School
Director, Center for Innovation, The Chaim Sheba Medical Center
Dr. Bloch is a physician, served as a medical director and board member at MACIPA (Independent Physician Association), and as a Senior Fellow at the Harvard Medical School for Innovation in Primary Care Medicine. She was chosen to judge various startup companies’ hackathons in Boston, including competitions at Harvard Medical School and the MassChallenge. Dr. Bloch regularly consults and serves on the boards of numerous Israeli digital health startup companies, and is a highly qualified healthcare innovation counselor.

Prof. Arnon Afek, MD, The Hebrew University of Jerusalem; MHA, Ben-Gurion University of the Negev
Associate Director General of The Chaim Sheba Medical Center; Acting Director of Sheba General Hospital; Director, NY State/ American MD Program, Sackler School of Medicine, Tel Aviv University; Chairman, National Council of Pathology and Forensic Medicine
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Moty Cristal, LLB, Bar Ilan; MPA, Harvard University
Mr. Cristal is the CEO of NEST (Negotiation Strategies LTD), a global consulting firm which provides complex negotiation and crisis management services to senior officials and executives. From 1994 to 2001 he served in official positions in Israeli peace negotiation teams. Mr. Cristal has extensive operational experience in complex negotiations and crisis negotiations, which he has successfully applied to business and government, including the health sector. He graduated from Harvard Kennedy School and is a faculty member at the Skolkovo, Moscow Business School.

Dr. Nathalie Bloch, MD, Tel Aviv University; MPA Harvard Kennedy School
Director, Center for Innovation, The Chaim Sheba Medical Center
Dr. Bloch is a physician, served as a medical director and board member at MACIPA (Independent Physician Association), and as a Senior Fellow at the Harvard Medical School for Innovation in Primary Care Medicine. She was chosen to judge various startup companies’ hackathons in Boston, including competitions at Harvard Medical School and the MassChallenge. Dr. Bloch regularly consults and serves on the boards of numerous Israeli digital health startup companies, and is a highly qualified healthcare innovation counselor.

Prof. Guy David, PhD, University of Chicago
Director of Education, Leonard Davis Institute of Health Economics, University of Pennsylvania; Academic Director, Physician Leadership Academy, Wharton Executive Education
Prof. David teaches undergraduate, MBA, Executive MBA and doctoral courses in health economics and healthcare delivery at the University of Pennsylvania. He has worked as a researcher and director of various research groups, as well as serving as editor and editor-in-chief of two renowned health economics journals. Dr. David’s interests include: nonprofit care providers; regulation of post-acute care; the economics of emergency medical services; division of labor along the healthcare continuum; welfare effects of specialty hospitals and ambulatory surgery centers; and, advertising and drug safety. He has published over seventy peer-reviewed papers in leading academic journals and won the John M. Eisenberg Article-of-the-Year award for his work.

Dr. Joseph Bolless, PhD, North Illinois University
Chairman, Public Council, Israel Chamber of Information Systems Analysts
Dr. Bolless has co-founded and guided numerous hi-tech companies from early-stage startups to successful public offerings on the NASDAQ and high value buyouts. He teaches at the EMPH and EMPP programs at Tel Aviv University and the GMBA, OY MBA and MBA programs at IDC. Dr. Bolless’ areas of expertise include initiation and business management of high-tech companies, international project management, technology commercialization, political economy and public policy.

Dr. Ran Elkon, PhD, Tel Aviv University
Principal Investigator, Bioinformatics Research Lab for Gene Regulation, Sackler School of Medicine, Tel Aviv University
Dr. Elkon’s research focuses on understanding how genetic variants in the human genome affect individual predisposition to common diseases as a cornerstone of the vision of precision medicine. He has published more than fifty articles in leading biomedical journals including Nature Biotechnology, Genome Research, Genome Biology and Cell. Dr. Elkon teaches bioinformatics and genomics courses at Tel Aviv University Medical School and statistics courses at IDC.
Dr. Amir Guttman, PhD, UC Berkeley
Dr. Guttman teaches courses on the process of venture creation and new business models in the MBA programs of the Arison School of Business at IDC, and is involved with the Incubator for Entrepreneurship at the Weizmann Institute of Science. He served as Managing Partner at Aviv Venture Capital since he founded it in 2001. Dr. Guttman served as a member of the senior management at Discount Investments Corp (DIC) where he initiated and executed a wide variety of investments, business developments and M&A activities. He has been on the boards of various companies.

Prof. Ronen Israel, PhD, Kellogg School of Management, Northwestern University
Finance Professor, Arison School of Business, IDC; Visiting Professor, London School of Business
Dr. Israel has held faculty positions at the top business schools in the US including the Wharton School. He served on the board of directors of Mizrahi-Tefahot Bank, Bank Hapoalim, Elco Holdings, Elran Investments, Mivtah-Shamir Holdings, Electra Consumer Goods and Young Entrepreneurs Israel. He is interested in the capital allocation process, organization design, the economics of the market for corporate control, firms’ capital structure choice, the economics of bankruptcy and managerial compensation. Dr. Israel has published in leading finance journals.

Prof. Yitshak Kreiss, MD, The Hebrew University of Jerusalem; MA, Health Administration, Tel Aviv University; MPH, Harvard University
Director General, The Chaim Sheba Medical Center
For the last three decades, Professor Kreiss served in the Israel Defense Forces where he ascended from serving as a front line combat surgeon, through all levels of command, until assuming overall leadership of the Medical Corps as the Surgeon General. Professor Kreiss has treated victims in conflicts and wars, and in numerous emergency and disaster situations all over the world. He led and was the executive authority in many emergency scenarios and humanitarian missions including: set-up of a field hospital for the Kosovo refugees in Macedonia; Head of the Israeli field hospital for the victims of the earthquake in Haiti; humanitarian medical operation for the victims of the civil war in Syria; and the humanitarian medical mission for the victims of the typhoon in the Philippines. Prof. Kreiss is a Professor of Medicine at Tel Aviv University, an Associate Professor at the Hebrew University Faculty of Medicine and a Visiting Professor at Florida Atlantic University.
Dr. Ron Lazer, PhD, New York University  
Chair, Accounting Dept., The Academic Center of Law and Science, Sha’arei Mishpat  
Dr. Lazer co-founded the undergraduate accounting program at The Academic Center. He has taught courses and served as a Visiting Professor at leading business schools in the United States and Israel. His research interests include: financial statement analysis and valuation; strategic cost management; value relevance of accounting information; analyst forecasts; and effects of regulation and company valuation. Dr. Lazer has received many awards for being an outstanding professor both in the United States and Israel.

Prof. Varda Liberman, PhD, Tel Aviv University  
Head, Behavioral Decision Making Area, Arison School of Business, IDC; Head, Mathematical & Statistical Studies, IDC  
Prof. Liberman is one of the founders of IDC. She holds a PhD in mathematics and before joining IDC she was the head of the Teaching Mathematics Department at the Open University of Israel. Prof. Liberman was an Associate Researcher at the Institute for Advanced Studies of the Hebrew University and at Stanford University where she continues to serve as a Visiting Professor every summer. Her research deals with probabilistic judgment and behavioral decision making in which she collaborates with the leading researchers in the field. As an expert on decision making, Prof. Liberman gives lectures and executive training for organizations such as the healthcare system, the judicial system, investment companies, hi-tech companies and the Israeli Defense Forces.

Dr. Guy Lubitsh, PhD, University of East London  
Prof. of Practice, Ashridge Executive Education, Hult  
Dr. Lubitsh is a chartered organizational psychologist, leadership developer, facilitator and executive coach. He has experience as an organizational consultant at international companies in Europe and the Middle East, working in a range of sectors including healthcare, energy, media, and telecommunications. Dr. Lubitsh’s interests include talent management, the turn-around of underperforming organizations and conflict resolution. He has published articles in the areas of organizational consulting and the role of emotions at work, and writes regularly for The Guardian healthcare column.
Dr. Eyal Zimlichman, MD, Technion-Israel Institute of Technology; MSc, Harvard School of Public Health
Deputy Director General and Chief Medical & Innovation Officer, The Chaim Sheba Medical Center

Dr. Zimlichman is a physician, healthcare executive, and researcher focused on assessing and improving healthcare quality and value, patient engagement and patient safety. Dr. Zimlichman worked in Boston establishing a strategic care redesign initiative, a program which won international praise. He holds a position at Brigham and Women’s Hospital and Harvard Medical School affiliated Center for Patient Safety Research and Practice, where he is conducting research on implementing technology to improve healthcare quality and patient safety. Dr. Zimlichman serves in official capacities advising on, and guiding policy, in both Israel and the United States.
APPLICATION, ADMISSION, TUITION

APPLICATION PERIOD

The application period for the academic year starting autumn 2018 is November 1, 2017 - August 31, 2018.

The application period for students required to take preparatory course ends on July 27, 2018.

Due to the competitive nature of the admissions process we recommend that applicants prepare their application well in advance of the deadlines. Studying for, and taking the GMAT, is a lengthy process that should be started in parallel with the application process.

ADMISSION CRITERIA

- Completed undergraduate degree from a recognized academic institution
- Undergraduate GPA of 3.0 or 80 and above
- Candidates who do not have a quantitative undergraduate degree must supply an official and original GMAT score (exemption may be granted for qualifying candidates).
- Demonstrated professional experience of at least 3 years after undergraduate degree
- Interview either on Skype or in person
- Prerequisite courses are required in Statistics, Calculus and Economics. Students missing these courses will be required to take preparatory courses before the start of the academic year.

ONLINE APPLICATION

- Complete the online application form, including essays, recommendation letters, transcripts and documents at Click here
- Scanned official transcripts of previous academic studies (undergraduate and graduate). The documents must bear the official stamp from the issuing institution. Documents should be scanned and/or send the original. Scanned photocopies of the original documents will be accepted only if properly notarized.*
- Detailed CV describing professional experience
- One letter of recommendation
- Official results of the GMAT exam (where applicable). Applicants should ask the testing agency to send the results directly to the Graduate Admissions Office, IDC Herzliya.
- A copy of the candidate’s Israeli identity card or international passport
- A short biography (Bio Form)
- Essay/Questionnaire

APPLICATION PROCESS

The application process consists of two stages

Stage 1 Your application will be evaluated by the Admission Committee based on the submitted materials.
Stage 2 Applicants who successfully pass stage 1 will be invited to a personal interview with the Admission Committee. Applicants living outside Israel may be interviewed via Skype or by phone.

FEES & TUITION

The down payment is $2,300 US and applicants must pay the fee to secure their place in the program after being accepted. Once the down payment has been received the applicant’s place is secured and confirmed.

Tuition The tuition fee for the entire MBA Healthcare Innovation program is $23,000 US.

If payment is in Israeli shekels, the value in dollars will be determined according to the exchange rate on the day that payment is received.

IDC reserves the right to change all tuition and fees rates without prior notice.

* An official, notarized English translation must be submitted for all transcripts not originally issued in English.
FINANCIAL AID

MERIT SCHOLARSHIP
RRIS awards excellent students with merit scholarships based on their previous performance. Students do not apply for this scholarship. The Admissions Office will notify you if relevant.

FAFSA
American students are eligible for Stafford Loans as part of the Direct Loans Program. Students can register online at www.fafsa.ed.gov from October 1, 2017 until April 1, 2019. Our school code is G40703. For further information see www.idc.ac.il/en/schools/rris/undergraduate/Documents/IDCConsumerInformationPolicy-2017-2018.pdf

STUDENT AUTHORITY
The Government of Israel helps new immigrants under the age of thirty with tuition for a graduate degree provided the immigrant does not already have this degree from abroad, and that the program of his/her choice is recognized by the Student Authority. The student has three years from his/her aliya date to start studying (not including army service) to be eligible for the scholarship.

MASA
Students up to the age of thirty who have not previously been on a long term program to Israel are eligible for a one-time grant from Masa towards tuition. www.masaisrael.org

SAP (Students Assistance Programs)

Financial aid is also available through the Jewish Free Loan for the Greater Toronto area http://jewishfreeloan.ca/j-sap and through the Canadian Scholarship Fund www.aaci.org.il/article_nav.php?id=471#small

CONTACT FOR FINANCIAL AID
rris.financialaid@idc.ac.il
HOUSING

IDC Herzliya students have the option of enjoying a high standard of living in 500 new, fully equipped residential units located in two thirteen-story towers on IDC Herzliya’s campus.

The apartments are fully furnished to accommodate all residents’ needs. Each unit has air conditioning and a private bathroom with a shower. The kitchen and bedroom are fully equipped. In addition, laundry rooms with washing machines and dryers are at the residents’ disposal.

A skilled and experienced professional staff maintain the dormitories and will be available to the students on a daily basis. Security services operate 24/7. The housing fee includes: building fees; maintenance; gardening; cleaning of public areas and security. It does not include electricity, water, Internet or TV.

The dormitory towers were planned and designed to meet green building standards along with all of the students’ needs. Every floor has study areas to enable students to focus on their studies and to maintain a varied social life.

Registering to live in IDC Herzliya’s new dormitories can be done online when registering for studies www.idc.ac.il/gmba/registration or via the student’s personal file. Registration for the following year begins on November 1, 2017 for international students and May 1, 2018 for Israeli students.

Please email any questions regarding the dorms to dorms@idc.ac.il.

CAREER CENTER

The Career Center at IDC Herzliya aims to prepare students and alumni for the modern job market by providing them with the tools and resources to find employment both before and after they graduate. The Career Center serves as a bridge between the educational and the professional periods in the lives of IDC Herzliya students and alumni and offers a variety of networking, career counseling, placement and informational services to IDC Herzliya students and alumni enabling them to meet their career goals.

CAREER CENTER SERVICES

Individualized career counseling and career guidance in the field of employment; career paths; CV workshops; interview tips

A variety of open positions for MBA students/alumni sent via email on a weekly basis

A frequently updated database containing a variety of full-time, part-time and short-term jobs

Recruiting and networking events which allow employers and students to meet and network

Workshops, lectures and printed material on supplementary processes of job hunting

Job fairs
# Academic Schedule

## 2018 - 2019

### Preparatory Courses
August - October, 2018

### Opening Event
November 9, 2018

### Mini-Semester 1
November 11, 2018 - December 21, 2018

### Mini-Semester 2
January 6, 2019 - February 15, 2019

### Mini-Semester 3
March 3, 2019 - April 19, 2019

### Purim
March 20, 2019 - March 22, 2019

### Pesach
April 21, 2019 - April 26, 2019

### Memorial Day and Independence Day
May 7, 2019 - May 10, 2019

### Mini-Semester 4
May 19, 2019 - June 28, 2019

### Shavuot
June 9, 2019

### Mini-Semester 5
July 14, 2019 - August 23, 2019

### Students complete practicum, exams and final projects
September 2019 - October 2019

### Rosh Hashanah
September 29, 2019 - October 1, 2019

### Yom Kippur
October 8, 2019 - October 9, 2019

### Succoth
October 13, 2019 - October 21, 2019

*Dates are tentative and subject to change.*
One-Year MBA in HEALTHCARE INNOVATION

Take your career to the next level

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