



GLOBAL BUSINESS  
SCHOOL FOR HEALTH



# Reimagining healthcare management





# Welcome

We are the first business school in the world totally dedicated to educating the next generation of health and healthcare management leaders.

We reimagine global healthcare management. We unravel health challenges from a business perspective. And we question the status quo in healthcare management to inspire public good.

At UCL GBSH, our programme of education and research inspires and develops, producing graduates who go on to make a difference in healthcare across the world. Our students and staff form a vibrant and diverse community where multidisciplinary innovation, disruptive thinking and creativity flourish as the catalyst for positive change.

Here you will connect to the world of health business by;

Learning through our health leadership and management programmes, taught by world leading academics

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Joining a diverse community of global scholars who will disrupt and change the health and healthcare landscape

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Unravelling health challenges with UCL's multidisciplinary academic approach

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Designing digital health innovations that make a difference to patients and healthcare systems

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Calculating the value rather than the costs of health

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Building systems and processes with healthcare data analytics

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Exploring pioneering new frontiers and ideas for health start-ups

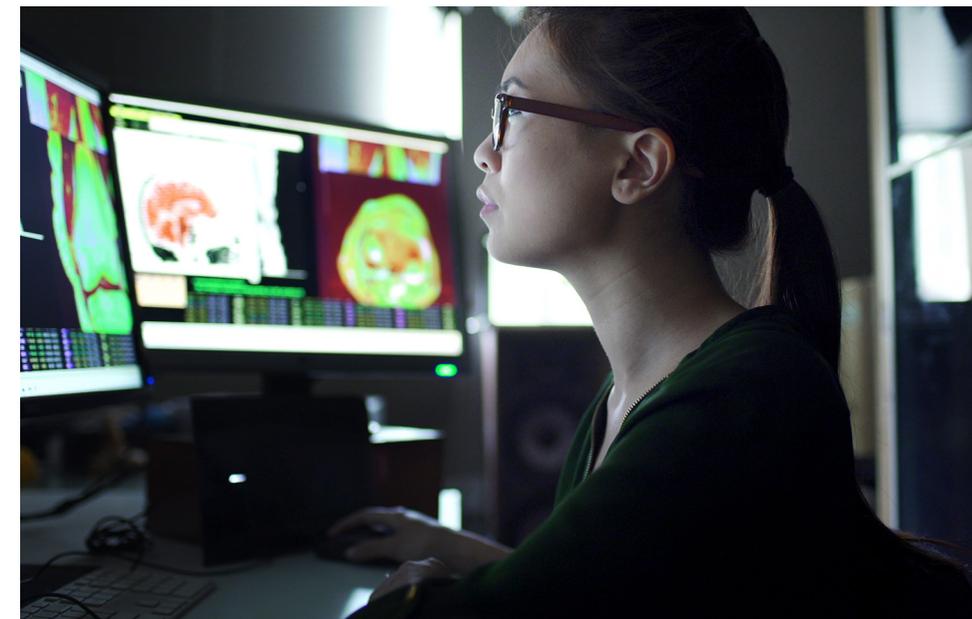
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Challenging old theories and creating new ones for healthcare and health businesses

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Believing in and reimagining a world where there is universal healthcare for all.

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# Why a business school for health?

The UCL Global Business School for Health (UCL GBSH) is a business school with a difference, developing the next generation of leaders for a global health economy.

Health has emerged as the most important issue of the 21st century, and accounts for more than 10% of global Gross Domestic Product (GDP), which is approximately \$7-8 trillion annually. The Covid-19 pandemic brought into sharp focus the impact of health on communities, industries and economies worldwide. It exposed deficiencies in healthcare systems and policies, while highlighting an ever diverse and disjointed sector. New thinking for a sustainable model of healthcare is needed now more than ever before.

UCL GBSH was established in response to this, underpinned by World Health Organisation goals and the United Nations Sustainable Development Goals. Now is the time to reimagine the global health economy, address the acute leadership and management deficit in global healthcare, and define the fiscal, civic and clinical structures needed to support universal healthcare approaches across the world.

We're committed to empowering tomorrow's leaders through collaboration, co-design and co-production. Our aim is to improve public health engagement, tackle health inequalities locally, nationally and globally, enhance patient outcomes, promote wellbeing, embrace innovation and technology, drive sustainability, harness digitisation and invest in the development of its workforce to deliver equitable and efficient healthcare.

**“Our goal for 2019-2023 is to ensure that a billion more people have universal health coverage, to protect a billion more people from health emergencies, and provide a further billion people with better health and wellbeing.”**

**World Health Organisation**

**“[We aim to] achieve universal health coverage, including financial risk protection, access to quality essential health-care services and access to safe, effective, quality and affordable essential medicines and vaccines for all.”**

**Target 3.8, United Nations Sustainable Development Goals**

# Our Education

Our programmes and courses are delivered face to face and online, providing knowledge and skills focused on the local and global challenges the health and life sciences sector is facing. The school blends health disciplines of epidemiology, health economics, and behavioural sciences, with public policy, law and regulation, management, entrepreneurship and operations research. In so doing, it reflects UCL's position as a multi faculty university able to offer perspectives on health and healthcare from beyond the traditional biomedical sciences.

While our MBA Health and other Master's programmes help to develop the next generation of healthcare leaders and innovators, our executive education and short courses ensure existing healthcare leaders and managers advance their careers while gaining the most current and relevant skills and competencies. From leading change and digital transformation, to health policy, managing risk and value-based healthcare, these courses deliver real world value to healthcare organisations.

Complemented by teaching from a world leading faculty of academics, along with research opportunities and engagement with private and public sector partners, the education we offer is an integral part of the future change in global healthcare management.



# Our Master's degree programmes



## MBA Health

Our flagship MBA Health programme offers an immersive experience to build students' academic rigour and business practical skills.

The aim of this programme is to educate managers, clinicians and business specialists who are engaged in the health and healthcare sector, developing the transformative skills of an MBA graduate. Intended to strengthen the quality of health and healthcare management in public, private and not-for-profit organisations across the world, the programme adds value to students' previous experiences and knowledge base.

Through an integrated approach to management and business in the health sector, our MBA Health programme enables students to develop the competencies and attributes of a traditional MBA, with a focus on applying these skills to the globally in-demand sector of healthcare management. Given the rapid changes and transformation needed in the global health sector, our MBA Health programme has immediate real world value.

## Digital Health and Entrepreneurship MSc

Our Digital Health and Entrepreneurship programme is an intensive, integrated health and business Master's degree.

Ideal for individuals who have an interest in the fast paced digital health and enterprise sectors, the programme enables students to develop skills and strategies for identifying digital health solutions in response to need. Exploring their potential as innovations and shaping opportunities, this programme contributes to improving access and health outcomes around the world.

This programme has foundations in the idea that the focus of health and healthcare is changing for the better. Moving beyond reactive medicine, healthcare systems are increasingly working on prevention, early detection and intervention. This poses a tremendous opportunity for digital health innovations, including lifestyle modification tools and visionary medical technologies, with start-ups and technology companies driving value in the transformed health ecosystem.



# Our Master's degree programmes

## Biotech and Pharmaceutical Management MSc

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Designed for students who want to advance their knowledge of the biotechnology or pharmaceutical sector from a business development and management perspective, this programme blends science with business.

Providing students with an advanced understanding and overview of the forces driving these dynamic sectors, this Master's degree offers a truly multidisciplinary perspective. The programme gives a grounding in business and management, along with knowledge of the interactions of diverse stakeholders, the unique factors within these industries, and the associated risks and rewards. Students will come to appreciate the regulations and market access issues, along with the business development opportunities of these fast paced industries.

Pharmacoeconomics is the anchor discipline of this programme, providing students with the skills and knowledge to participate effectively in the creation and growth of high impact biotechnology and pharmaceutical business ventures. Students leave this programme ideally positioned to initiate their own start-up companies, or to join existing early stage biotechnology or pharmaceutical businesses.



## Global Healthcare Management MSc, with specialisms in analytics, finance or leadership

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This programme provides students with a comprehensive understanding of the contemporary healthcare landscape, while developing their leadership and management skills for 21st century healthcare challenges.

The need for effective leadership and management in healthcare has never been more apparent. Through this degree, students learn the theories, principles and practices that make up healthcare management as a discipline. Considering the issues through a global lens, the programme provides an important understanding of how healthcare management varies between

countries, systems and cultures. Principles of quality improvement and patient safety, as well as how to manage a diverse workforce, are also key themes.

In addition to the core modules students take on this programme, they are able to specialise in the sought after fields of analytics, finance or leadership. Identified through UCL research with employers as being areas where there is a current knowledge gap, these specialisms increase expertise in key areas of healthcare management. As a result, students graduate from this programme with the skills required to address the challenges and opportunities that exist in healthcare management today.

# Our research

## World leading in research, scholarship and enterprise across medicine, health and education, UCL is London's Global University.

An established world top 10 university founded in 1826, we boast comprehensive multidisciplinary and cross faculty excellence to provide colour and context to the new focus on global health leadership. From epidemiology to economics to engineering, many themes and disciplines are relevant to our aim to reconceptualise the future of healthcare management. We are recognised for our radical, critical thinking and widespread influence for the long-term benefit of humanity. UCL cherishes curiosity and imagination and believes that the expansion of knowledge and scholarship is a fundamental element in the development and improvement of society. We look to generate practical impact, not just increase our global footprint.



At UCL, health spans all of our faculty areas and approximately half of UCL's staff are engaged in areas of global health and human wellbeing. We bring together the university's wealth of intellectual capital not only in biomedical science, but across material, life and social sciences, in engineering, maths, physics, law, education, the arts and so much more. This creates a powerful critical mass of expertise committed to excellence in research and innovation. At UCL we deliver real world impact through translational research which goes far beyond test tubes and microscopes.

But UCL cannot deliver global change alone and we are more collaborative than any other major global health university. Our strategic partnerships bring together complementary strengths and deepen the impact of our cross disciplinary education and research. UCL has partnerships with industry, healthcare providers, non-governmental organisations (NGOs) and other centres of academic excellence across the world. We are a founding partner in one of the first academic health science partnerships, UCL Partners, working alongside 23 NHS hospital trusts, 20 clinical commissioning groups and nine other universities, to co-create healthcare solutions with access to a highly diverse patient population of over six million people registered at the partner hospitals.

Our research and partnership working also enriches global scholarship and delivers opportunities for a transformative education with a reputation for innovation, reach and legacy. We are committed to inclusivity and participation to reflect our global ambitions. The London School of Medicine for Women was established in 1874 and was the first medical school in Britain to train women as doctors, merging with UCL in 1998 to form a new school at UCL. Today, the Athena Swan accreditation for gender equality has been achieved across our broad scientific community at UCL.



# Our evolving UCL GBSH research themes

## Consumerisation of health and healthcare through digitalisation

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There is a current trend of patients (consumers) exercising more engagement over their medical and wellness care, often enabled by technology. To address this, many companies are exploring their roles in the evolving health economy, including those in retail, technology and other related sectors. In particular, they are looking to address consumer and patient needs to achieve better health outcomes.

The consumerisation of healthcare (CoH) research theme covers the study, teaching and further research of this trend. Exploring this topic with various partners, our researchers are addressing a number of important questions around the challenges and opportunities of this evolving health ecosystem. These include whether health technology encourages behaviour change, if wearable technology increases physical activity and healthier lifestyles, how the use of digital technology changes across demographic groups and cultures, and what personalised care means. We are also exploring what research needs to be undertaken concerning user behaviours, before championing the constructive digitalisation of the health and social care system. Work from this research theme is also addressed through our Digital Health and Entrepreneurship MSc.

## Financial, operational and systems improvements in healthcare

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Rising costs, inefficient management, demographic stresses and complex new technologies – not to mention the stresses of the interface between private and public enterprises – all pose huge challenges and opportunities for established and emerging healthcare systems. This research theme represents a crucial area of enquiry in healthcare management today.

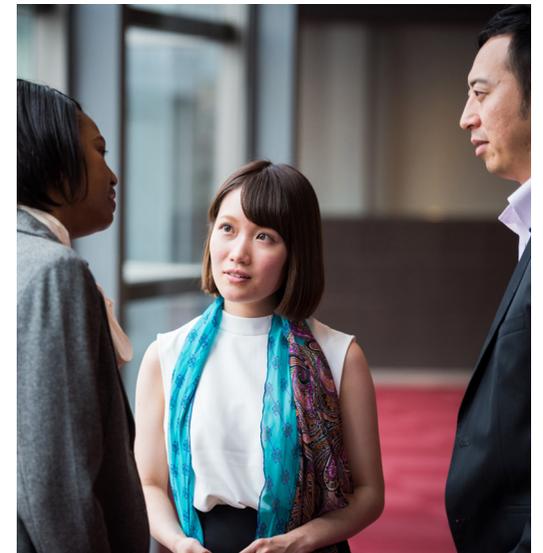
Through this theme, our interdisciplinary staff investigate various models and theories for developing operational strategies, which support organisational learning for continued improvement and value creation. Our aim is to develop systems approaches that embed process improvements into healthcare management behaviours. Contributing to cutting edge research, work from this research theme is also explored through teaching and training in our MBA Health and Global Healthcare Management MSc programmes.

## Future of health work and the healthcare workforce

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As the demand for healthcare increases with demographic changes such as ageing populations, the demand for health professionals is growing. Yet the pipeline of health professionals will not be able to meet this rapidly increasing need. The World Medical Association reports that there are currently 76 countries with less than one physician per 1,000 people, while three billion people globally are without access to a health professional. Other research estimates that there will be a shortage of 15 million global healthcare workers by 2030.

A key area of enquiry in healthcare management today, our ambition through this research theme is to combine areas such as human resource management, health policy, change management and health innovations. Our goal is to find ways to expand and improve productivity in healthcare services in innovative ways, while exploring what the health workforce of the future might look like in terms of professional roles, training and education.



# Our UCL East Campus

Our programmes are taught in state-of-the-art bespoke facilities at UCL East, on the Queen Elizabeth Olympic Park in east London.

Offering a unique studying, living and working environment, the campus is designed specifically for cross disciplinary research to thrive. UCL East builds on UCL's progressive history, positive impact and disruptive spirit – bringing together UCL academics, students, local communities and industry to solve the biggest challenges affecting people's lives and the planet.

This ambitious new chapter in UCL's story reflects our vision for the future. We will equip the next generation of disruptive thinkers with valuable opportunities for collaborative exchange, as they rise to meet one of humanity's greatest challenges.



# How to contact us

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