

### Course Overview

The Executive Certificate in Healthcare Management & Leadership equips healthcare professionals—including current leaders, rural health professionals, and emerging talent—with skills in leadership, strategic management, financial acumen, and performance improvement. Delivered in a hybrid format (synchronous and self-paced), the program prepares participants to lead effectively, drive innovation, and improve healthcare operations. It concludes with a Service Line Competition, where participants present a healthcare service solution to industry leaders.

### Target Audience

Ideal for emerging and mid-level professionals, including administrators, clinical leaders, and those transitioning into management. Especially valuable for professionals in rural or underserved settings, including those working in rural hospitals, critical access facilities, tribal health systems, public health departments, and other rural-serving organizations, as well as corporate healthcare or consulting roles.

### Program Commitment & Disclosure

The Executive Certificate in Healthcare Management & Leadership Program requires full participation in all program components, including:

- **Three virtual sessions** (May 29, June 26, and July 24).
- **Completion of all modules and submission of program feedback**
- **Participation in the final Service Line Competition**

Participants will receive an Executive Professional Certificate and a LinkedIn Certificate as part of the core program.

### Program Fee

The program fee is **\$4,500**, including all instructional content, live sessions, and modules. Early bird rate: \$3,950 (apply by Saturday, May 2, 2026). Reduced rates available for rural health professionals. **Continuing Education** (CME/CNE): Optional credits available at an additional cost based on credits claimed—contact us for current rates and details.

### Application Requirements

Applicants must commit to attending both Friday in-person sessions without conflicts from professional obligations. A bachelor's degree and 3–5 years of healthcare experience are required (exceptions considered). Please submit a 250–500-word personal statement, and a résumé or CV to Dr. Ginger Raya at [ginger.raya@uth.tmc.edu](mailto:ginger.raya@uth.tmc.edu) with the subject line:

**Executive Certificate Applicant. Deadline:** Friday, May 15, 2026 with notification of acceptance provided within 48 hours of receiving a complete application packet. For questions, please contact: [flemingcenter@uth.tmc.edu](mailto:flemingcenter@uth.tmc.edu)

### 8 Week Timeline

5/29/26: Zoom (9A-2P CST)	Deliverable Due
Module 1: Leadership & Management	Project Proposal due end of Module 1
Module 2: Change & Strategic Management	Strategic Alignment Report due end of Module 2
6/12/26: Self-Paced	Deliverable Due
Module 3: Ethics & Compliance	Ethics and Compliance Operational Plan due end of Week 3
Module 4: Emerging Technologies	Technology & Capital Needs Report due end of Module 4
6/26/26: Zoom (9A-2P CST)	Deliverable Due
Module 5: Performance & Improvement	Operational Performance Plan due end of Module 5
Module 6: Finance & Strategic Financial Management	Financial Feasibility Report due end Week 6
7/10/26: Self-Paced	Deliverable Due
Module 7: Human Resources & Team Management	HR & Team Management Plan due end of Module 7
Module 8: Consumer and Market Alignment	Consumer & Market Strategy due end of Module 8
7/24/26: Zoom (9A-2P CST)	Deliverable Due
Service Line Competition	Pitching a new service line due end of Week 8