AI Leadership for Healthcare

A Professional Certificate Program, Online

Robert H. Smith School of Business
The Robert H. Smith School of Business is proud to introduce you and your organization to the AI Leadership for Healthcare professional certificate program, curated and taught by our renowned Center for Health Information and Decision Systems (CHIDS) and facilitated in part by the University of Maryland School of Public Health.

**ARTIFICIAL INTELLIGENCE IN THE PRACTICE OF HEALTHCARE**

Maryland Smith’s AI in Healthcare program is uniquely designed to meet the high demand for innovation and adaptability in today’s healthcare field. With a 360-degree view of the business of healthcare, the program will provide you with the keys to leading in this period of rapid growth, as the healthcare industry continues to evolve and produce an increasing amount of yet-unharnessed data power.

**LEAD IN AN AI-ENABLED ENVIRONMENT**

Working with experts in the field, you’ll learn how AI applications and strategies are being deployed across the core functions of healthcare, and gain the insight you’ll need to critically evaluate opportunities, develop strategies, and manage and lead AI projects.

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**THE TIME IS NOW**

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  - 1/5 of unmet clinical demand could be addressed by AI alone.
  - AI is estimated to save more than $150 billion in healthcare by 2025.
  - Half of all hospitals plan to invest in AI solutions by 2022.
  - The amount of medical data doubles about every three years.

[go.umd.edu/aihealth]
Beyond Buzzwords

Concepts like “machine learning,” “deep learning,” “computer vision” and “natural language processing” may seem intimidating. Smith’s program is designed to de-mystify even the most complex concepts through a carefully chosen, thoughtfully organized curriculum paired with extensive hands-on practice and personalized support.

NO CODING EXPERIENCE REQUIRED

Courses are embedded with innovative AI tools to allow you to practice data-driven decision-making, and are intuitively built in a Google Colab™ environment – which means you can jump in even without prior coding experience.

PRACTICAL PROBLEM SOLVING

Our coursework is predicated on the idea that leaders learn best by doing. You’ll learn from relevant examples, working with the most widespread, widely-used software in a risk-free environment.

WORK/LEARN BALANCE

Given the current environment, healthcare professionals and organizations could not be busier. That is why flexibility and convenience are built into our online program. Courses are self-paced, but you will do a deeper dive during the live weekly session, interacting with faculty, industry experts and like-minded colleagues in the field.

“AI does not belong to just the computer scientist anymore, it belongs to the healthcare professional who wants to leverage its power.”

Gordon Gao, PhD, MBA Academic Director, Maryland Smith AI Leadership for Healthcare Program

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Who is right for this program?

• Health IT and informatics professionals
• Clinical leaders
• Hospital and practice administrators
• Medical technologists
• Healthcare product/service vendors
• Pharmacy operations
• Insurance professionals
• Consultants and contractors

Valuable Outcomes

This program prepares you and your organization to:

• Identify the right AI tool for different challenges and opportunities
• Leverage advances in AI to empower providers and patients
• Manage and launch AI projects in healthcare
• Learn about trends in telemedicine, algorithms and clinical decision support

“From big data to policy, artificial intelligence is significantly changing the healthcare industry... it proves to be a critical component in diagnosis, treatment, care delivery and outcomes.”
Infusing AI into healthcare

These four courses build toward a powerful understanding of how to position an organization for success in an AI-enabled environment, one in which business models, technology capabilities, and organizational structures are always in motion.

**HEALTH FINANCIAL MANAGEMENT**  
May 3 - May 28  
Review the fundamentals of healthcare finance while learning how AI is being applied across the revenue cycle. Topics include medical coding, denial management and fraud.

**HEALTHCARE OPERATIONS AND PATIENT ENGAGEMENT**  
June 6 - July 2  
Discover which AI tools help reduce costs, minimize waste and create value in the healthcare sector. Learn how AI can improve patient engagement through improved assessment, treatment precision and service processes.

**HEALTH TECH AND INFORMATICS**  
July 12 - Aug. 6  
Develop an understanding of core health informatics knowledge, systems and management concepts. Learn to apply cutting-edge AI such as deep learning in cybersecurity, interoperability, and cloud computing.

**LEADING AI TRANSFORMATION**  
Aug. 16 - Sept. 10  
Learn how to build AI capabilities and lead with a data-driven strategy. In this course, you will learn about cultivating the right approach to manage change and the unique demands of introducing AI to the workplace.

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Fearless thought leadership

You’ll be led by our expert faculty from the Center for Health Information and Decision Systems (CHIDS), the first research center within a major business school to study the use and application of information technology in healthcare.

CHIDS has collaborated with dozens of research partners—such as AHRQ, NIH and NSF—representing industry, health services delivery, government, academia and nonprofits—with over $15M in funding, focused on health IT and analytics innovation.

Here are just a few of our partners:

Carefirst  
Children’s National
Cisco
Vocera
Johnson & Johnson
University of Maryland Medical System
MedStar Health
welldoc

Our Talented Team  (From left to right)
Michelle Dugas, Senior Research Scientist
Ritu Agarwal, Founder and Director
Gordon Gao, Co-Director
Kenyon Crowley, Managing Director
Faye Baker, Program Manager  (Not pictured)

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Inspired leadership education

Maryland Smith brings creativity and innovation to the grand challenges of business and society. Our faculty’s ideas are shaping the future of work. Our research is cutting edge. Our learning is experiential and rooted in the real world. Most importantly, our community of scholars and practitioners is deeply supportive while equipping learners to succeed in an ever-evolving marketplace.

Here, you’ll find a broad range of certificates and degrees. Each program is designed to prepare working professionals to hit the ground running in a world that is in flux, with technology and global competition accelerating the pace of change.

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Stay Ahead of the AI Learning Curve

AI leadership in healthcare is no longer a futuristic construct. The financial stability of many healthcare institutions depends on it. On-demand solutions are now in demand for comprehensive, whole health, quality patient care.

REGISTRATION OPTIONS*

1. Take just the course that is right for you.

2. Take all four courses to earn the professional badged certificate.
   *Non-academic Credits: 3.8 University of Maryland CEUs (non-academic credits) per course and 15.2 for the professional certificate.

3. Organizations who register more than two team members will receive a discount.
   To register your organization or learn more, contact rhsmith-execed@umd.edu.

The next four course program certificate sequence will begin Fall 2021. For details contact rhsmith-execed@umd.edu.

“AI will not replace healthcare professionals, but those who know AI will surpass those who don't.”

Kenyon Crowley, PhD and Managing Director, CHIDS
“Inovalon partnered with Maryland Smith to support our advancements in AI—They bring unique subject matter expertise on these systems, in addition to being highly networked thought leaders in the healthcare arena.”

Eric Sullivan ’93, Senior Vice President, Innovation & Data Strategies, Inovalon