



AI in Healthcare Management Summit – Gdańsk, Poland, June 24-26, 2023 and European AI MBA in Healthcare, online postgraduate study with onsite session in Cambridge starting September 2023.

Dear Ladies and Gentlemen, esteemed members of ASPHER!

The Collegium Prometricum, a coalition of European Business Schools and Public Health Schools, cordially invites your representatives to participate in the **AI in Healthcare Management Summit** (Gdańsk, Poland, June 24-26, 2023). This event is a gathering of experts specializing in the use of AI in the management education process at the postgraduate level, including MBA. The aim of the summit is to facilitate the exchange of experiences and thoughts to improve the process of professional and managerial education in healthcare. Participation in this event is free of charge, and we encourage your representatives to take an active role in the conference by sharing their experiences and insights. We will be happy to provide additional information at mba@prometricum.eu.

The AI in Healthcare Education Summit serves as an introduction to the "**European AI MBA in Healthcare**" – an online postgraduate study program that includes a week-long session at the Cambridge Campus and offers opportunities for more international study tours. This program is supported by McGraw Hill content and a unique educational process that leverages various AI tools. The program's goal is to prepare healthcare organization leaders to make decisions using the possibilities offered by AI technologies. We highly recommend this program to your colleagues. We would be delighted to provide you with more detailed information. Please contact us at mba@prometricum.eu or visit our website at www.prometricum.eu.

Sincerely yours,

Piotr Szykiewicz, PhD, MBA,
Collegium Prometricum Coalition Coordinator

AI as a part of curriculum of the MBA in Healthcare 95% online by Collegium Prometricum Coalition

Artificial Intelligence (AI) has revolutionized industries across the world, and has the potential to transform not only medicine, but also healthcare education and management practices. Healthcare, like management, involves a thorough diagnosis of the current state and accurate prediction, and AI provides a toolbox of algorithms that can help reduce guesswork and improve outcomes.

An overwhelming number of published studies and research suggest that AI may perform as well or even better than humans in key industry tasks such as patient care and diagnosis. Therefore, it is imperative that healthcare professionals learn and master the art of AI and related technologies.

AI is also bringing a revolution in education, where the ability to ask the right questions and critically analyze information has become increasingly important. The AI MBA in Healthcare program incorporates competencies in using AI in healthcare management, both as part of the curriculum and teaching methods of individual MBA components.

The program's on-site session in Cambridge (UK) will emphasize AI, providing a one-week course that explores AI technology, its applications, limitations, and industry opportunities. AI will also be integrated into the main MBA module, based on renowned content provided by McGraw Hill, to support strategic, marketing, personnel, and organizational decision-making.

The program offers a 95% online study format, which provides participants with the opportunity to gain diverse perspectives on healthcare practices from various European countries. Additionally, all faculty members, representing more than 50 universities and healthcare institutions, will be challenged to explore how to leverage AI's potential in specific areas of healthcare management.

Collegium Prometricum Coalition invites healthcare managers, practitioners and officials to take part in this exciting program.

We are accepting applications until the end of June 2023. The opening lecture (online) will take place on September 9, 2023. The on-site session in Cambridge, UK, will be held from September 18-22, 2023. The graduation ceremony for the 2023-2024 cohort will take place on June 23, 2024, in Gdańsk.

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We will be happy to provide you with more information: mba@prometricum.eu