

**SOCIETY FOR  
SAMBA<sup>®</sup> AMBULATORY  
ANESTHESIA**  
Outpatient • Office Based • Non-Operating Room

# ASC and OBA Medical Directors' Meeting Friday, October 18th, 2024 • Philadelphia, PA



## Benefits of an Advanced Business Degree

Jarrett A. Heard, MD, MBA  
The Ohio State University Wexner Medical Center  
Associate Professor – Clinical Anesthesiology  
Medical Director Ambulatory Perioperative Services  
Director Executive Leadership and Business in Anesthesiology  
Fellowship

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[www.SAMBAhq.org](http://www.SAMBAhq.org)

## Objectives

- Explore the role of a business degree in healthcare
- Review dual MD/MBA training programs
- Differentiate the MD vs. MD/MBA physician

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## Business Degree in Healthcare



- Balance expenses
- Accounting/Finance
- Operations
- Data gathering

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## Business Degree in Healthcare



- Organizational Behavior
- Strategy
- Marketing
- Negotiations

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## Business in Healthcare



- Improve access/logistics/efficiencies
- Innovation
- Change Management
- Emotional Intelligence
- Leadership

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## MD/MBA



- MD/MBA
  - 33 out of 125 US Medical Schools - 2002
    - 26.4%
  - 92 out of 151 US Medical Schools – 2022
    - 60.9% (60 programs not identified in 2002)

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Earn an executive MBA, participate in executive-level meetings and gain expertise in OR utilization, capital expense requests, operation gains/losses and procedural reimbursement.

We've been nationally ranked as a *U.S. News & World Report* "Best Hospital" for 31 consecutive years.



Collaboration occurs across 110+ medical center departments, divisions, institutes and centers, as well as 18 colleges and schools at The Ohio State University.



Our eighth and newest hospital, the 1.9-million-square-foot Inpatient Tower, opens in 2026.



You'll love living in Columbus, America's 14<sup>th</sup> largest city and among the Top 10 for concentration of young professionals.





**THE OHIO STATE UNIVERSITY**  
WEXNER MEDICAL CENTER



**Executive Leadership and Business in Anesthesiology Fellowship**

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## Mini-MBA Graduate Healthcare Certificate

Creating visionary physician leaders

The role of physicians is evolving. The business of healthcare has changed significantly in the last decade and requires all physician leaders to develop managerial and interpersonal skills to deliver value to their patients. Business acumen will improve the leadership and decision-making skills of anesthesiologists, vital skills to improve the efficacy of healthcare delivered around the world.

The Society for Ambulatory Anesthesia, SAMBA, and The Ohio State University Fisher College of Business have partnered to create a Mini-MBA Graduate Healthcare Certificate Program for SAMBA members to meet the expanded needs of leaders in anesthesiology.





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**100%**  
online

**15**  
credit hours

### PROGRAM COMPONENTS

**15 CREDIT HOUR CORE CURRICULUM**

**Six graduate-level courses:**  
 Strategy Formulation and Implementation MBA 6293  
 Operations MBA 6233  
 Organizational Behavior MBA 6201  
 Leadership MBA 6202  
 Data Analysis for Managers MBA 6273  
 Finance MBA 6223

*All courses are part of Fisher College of Business's Working Professional MBA program. All courses will be online.*

**PROGRAM OBJECTIVES**

By the end of this program participants will:

- Understand the fundamentals of strategy
- Gain insight into the operations function and how it contributes to ensuring effective and efficient flow of materials and information
- Study employee interactions and organizational processes that seek to create more efficient and cohesive organizations
- Learn the factors that influence individual and team performance and techniques to improve it
- Achieve an application-oriented understanding of data-driven decision-making

**Learn more:**





"Physician leaders must be visionaries; creating collaborative culture, innovative ideas, and empowering people. Having a business acumen not only allows physicians to see things from a different perspective, but it also allows them to find creative solutions and lends them credibility in their respective organizations."

**Jarrett Heard, MD, MBA**  
Physician, Associate Professor of Anesthesiology, The Ohio State University Wexner Medical Center



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## Differentiation

- What is really does...?
- Allows you to think differently
- **Gives you CREDIBILITY!!!**



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## Differentiation

- “Hammer and Nail”
- Increases your toolkit
- Promotes a greater sense of curiosity and innovation



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## Differentiation



- Leadership
- Emotional Intelligence
- Access and Timeline Trajectory - Career
  - Executive Meetings
  - Development/Upward Mobility

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## Differentiation



- Hospital Administration
  - Medical Director
  - C-Suite: CMO, COO, CFO, CEO
- Health Care Policy/Research
- Entrepreneurship
  - Insurance Companies/Pharmaceuticals
  - BioTechs
  - Data Analytics
  - Consulting

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## Differentiation

- Administrative Roles
- Executive Roles
- Promotion
  - Academics
  - Private Practice - Partner



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## Should I pursue it?

- Only if you have a vision...
- 49.3% of physician-MBAs remain clinically active in some capacity
- 27.7% of physician-MBAs report clinical medicine as primary role



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## Questions?



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## References

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- 2.) Considering a combined degree. AAMC. 2024
- 3.) Ljuboja, D, Powers, B. When Doctors Go to Business School: Career Choices of Physician-MBAs. American Journal of Managed Care. June 2016

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