



## **Rotman Healthcare Analytics: AI, Big Data & Digital Transformation**

in collaboration with online education provider EMERITUS

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Healthcare data is projected to grow exponentially in the next few years, with a 10-fold increase expected by 2025, according to IDC. But collecting data is only part of the equation. Putting healthcare data to work requires leaders and managers with a solid understanding of the role of analytics in healthcare organizations and how to incorporate it into their day-to-day operations and decision-making.

This seven-week Healthcare Analytics: AI, Big Data & Digital Transformation online program will help you learn to ask the right questions to data analysts, build your analytics knowledge, make decisions, and create healthcare solutions using data. You'll also learn to use data to drive cultural change in your organization to ensure you thrive in today's analytics-based economy.



# What you'll get:

- Increased healthcare data literacy that will enable you to effectively communicate with data analysts (to know how and what questions to ask), and to understand, incorporate, and build a healthcare analytics outlook into your organizations and teams.
- The expertise to interpret data analyses results and make data-driven decisions for optimal outcomes in the healthcare industry.
- An understanding of the importance of the emerging roles of artificial intelligence in healthcare and its applications to improve your organizational processes and outcomes.

## Who Should Attend

This program is designed for business leaders, managers, and entrepreneurs who engage with data teams and want to have more meaningful conversations with them, integrating data into their decision-making in healthcare and their corporate culture. This program is particularly applicable for:

- C-Suite Executives from the healthcare industry with access to a massive data stream who are seeking to implement analytics solutions in their unit, learn the language of data, and develop an analytics roadmap for their organization.
- Mid- to Senior-Level Managers, such as general manager, corporate director, head of marketing, or head of strategy, seeking to garner insights from data and looking to gain a practical understanding of the applications of analytics to initiate new projects or launch new business ideas.
- Healthcare Entrepreneurs or Consultants looking to set up an analytics team and understand the concepts and tools for business and clinical intelligence to improve their product/service offering.



# Program Experience



Try-it activities



Peer discussion groups



Quizzes



Real-world application exercises



Live webinar



Open Q&A



Knowledge checks



Capstone project

## Flexible Learning Design during COVID-19

Don't feel alone while you learn online. We've designed this program to respect both the current challenges of working from home while maintaining and building connections with a class of your peers across different industries and organizations. You'll still gain the networking and learning benefits of our in-class programs while learning from the comfort of your own home with a schedule adapted to your current needs. In this virtual real-time experience, you'll build the motivational stance necessary to develop trust, rapport, and inspired action with your colleagues.



## Schedule

Each module is designed to help you craft the narrative for your organization's data literacy by improving your own data fluency and gaining an understanding of the business value that quality data and expert analytics can create for your organization.

- **Module 1: Data Basics** Explore the data generation process, how to categorize data, the different types of variables used with data, and the impact of data size and bias on data collection and analysis for the healthcare industry.
- **Module 2: Dashboarding** Examine the impact of data distribution and the purpose of dashboards in monitoring Key Performance Indicators (KPIs) to manage organizational performance in healthcare settings.
- **Module 3: AI and Healthcare** Understand the use and application of machine learning and artificial intelligence (AI) as a healthcare tool leveraged for predictions. Then build an AI canvas designed for your healthcare organization.
- **Module 4: Regression** Learn the strategies for applying regression analysis to make predictions and estimate the effect and the knowledge to question analysts to best use regression analyses accurately for your healthcare organization.
- **Module 5: Prescriptive Analysis: Scientific Thinking in Healthcare Management** Understand the critical elements of prescription, cause and effect analysis, and how prescriptive analysis is used in healthcare to find data-driven solutions to organizational problems.
- **Module 6: Digital Healthcare and Data Analytics** Consider the impact of data analytics on healthcare organizational decisions and the role and cost of digital transformations in public healthcare.
- **Module 7: Building a Data-Driven Healthcare Organization** Widen the view of data literacy to your entire workforce. Develop an organizational model for a question-driven approach to data analysis, understand privacy concerns with healthcare data, and formulate a strategy to build an evidence- and learning-based corporate culture.

## Avi Goldfarb, Featured Faculty

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### (/FacultyAndResearch/Faculty/FacultyBios/Goldfarb)



Rotman Chair in Artificial Intelligence and Healthcare, Professor of Marketing, Chief Data Scientist at the Creative Destruction Lab, Senior Editor at Marketing Science, Research Associate at the National Bureau of Economic Research

As Rotman Chair in Artificial Intelligence and Healthcare and Professor of Marketing at University of Toronto's Rotman School of

Management, Avi Goldfarb's research focuses on the digital economy's opportunities and challenges. Along with Ajay Agrawal and Joshua Gans, Dr. Goldfarb is the author of The




Globe and Mail bestselling book Prediction Machines: The Simple Economics of Artificial Intelligence. He has published more than 70 academic articles in various outlets on the topics of marketing, statistics, law, computing, and economics. This work has been discussed in White House reports, Congressional testimony, European Commission documents, The Economist, The Globe and Mail, the National Post, CBC Radio, National Public Radio, Forbes, Fortune, The Atlantic, The New York Times, the Financial Times, The Wall Street Journal, and elsewhere.

Dr. Goldfarb holds a Ph.D. and M.A. in Economics from Northwestern University and a B.A. in Economics from Queen's University.



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