

DEPARTMENT OF HEALTH POLICY FORUM

Pharmaceutical Management Program

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The pharmaceutical and health care industries are multi-billion dollar businesses that will continue to grow due to the aging population and increasing prevalence of chronic diseases. However, this growth is occurring in the face of numerous challenges, including:

- Increasing operating costs
- Thinning product pipelines
- Increased product development time
- Pressure to reduce prices
- Need to streamline processes
- Demands to increase health care quality and value

Pharmaceutical companies and the health care industry need professionals with industry-specific knowledge and expertise, and with the business savvy to navigate an increasingly competitive and global marketplace.

MBA programs in pharmaceutical management or health care provide a way to fill this gap by linking knowledge of benchmarking, marketing, finance, operations, and leadership to health care economics, health care outcomes, drug development processes, and industry specific regulations.