

# HEALTHCARE

Make an impact where it matters most.

The UNC Kenan-Flagler MBA program is a leader in healthcare education. The modern healthcare industry requires knowledgeable and effective business leaders with creative problem-solving and leadership skills. We are focused on developing students who are prepared to take on the difficult challenges in the healthcare industry. Students build knowledge in elective courses and co-curricular activities, entrepreneurial initiatives, and have opportunities to work with expertise across UNC's campus.



## EDUCATIONAL RESOURCES

### Center for the Business of Health (CBOH)

Leveraging the depth of health science expertise across UNC-Chapel Hill, the CBOH addresses key challenges in the healthcare industry through interdisciplinary research, teaching and innovative programs. The Center focuses on improving care delivery, paying for healthcare, and health innovation and entrepreneurship. In collaboration with UNC's top-ranked schools of medicine, pharmacy, public health, nursing, and dentistry, the Center has helped UNC Kenan-Flagler become a leading voice on education, research and thought leadership in the business of healthcare.

“Carolina believes in collaboration in a way that not every university does. Healthcare is increasingly an interdisciplinary issue, and the real challenges facing healthcare are not going to be solved by any one person. As we figure out the science of how to do things better, there is an opportunity to improve health outcomes, reduce costs and improve access for more patients.”

Brad Staats  
Faculty Director, Center for the Business of Health

### Healthcare Club

The active club provides resources and education that help students become insightful leaders in all healthcare disciplines. The club helps organize the annual UNC Business of Healthcare Conference and the Interdisciplinary Case Competition, coordinates company panels and career treks, and hosts networking events and educational sessions.

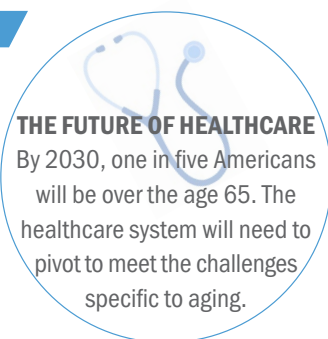
### Healthcare Conference

One of the school's largest conferences, this event brings together over 500 academics, students, alumni and prominent healthcare leaders to discuss the most pressing issues facing all sectors of the industry.

## EXPERIENTIAL LEARNING

### National Case Competitions

UNC MBA students apply their knowledge and network with peers and professionals at the Business School Alliance for Health Management case competition and at other national events.



### STAR Healthcare

Students develop consulting skills for their careers in the business of healthcare through the STAR (Student Teams Achieving Results) program, working with real healthcare organizations to solve complex business problems. Recent STAR Healthcare partners include GSK, Sharecare, Blue Cross NC, Lilly, Optum and Viiv Healthcare.

## SELECT COURSES OFFERED

- » Challenge of Healthcare – A System Overview
- » Design and Delivery of Healthcare Systems
- » New Drug Development
- » Global Healthcare
- » Healthcare Analytics
- » Healthcare Brand Plan
- » Healthcare Consulting Projects
- » Healthcare Global Immersion Elective
- » Healthcare Marketing
- » Regulations and Principles of Health Insurance
- » Strategic Value Creation for Life Sciences Companies



## PROFESSIONAL AND CAREER DEVELOPMENT

UNC Kenan-Flagler offers numerous resources for students pursuing careers in healthcare, including personalized career coaching, preparation courses and case studies, and opportunities to network with dozens of leading healthcare organizations.

### Healthcare Career Lab

A series of preparatory sessions provide students with essential content related to career development and the healthcare industry. Recent topics have included big data, payment, consolidation, consumerization, consolidation and the social determinants of health.

### Career Treks

An important networking opportunity, career treks allow students to visit top healthcare employers both locally in North Carolina's renowned Research Triangle Park and across the country.

**“UNC has top programs across healthcare, in and outside of business, and creates a collaborative approach to the complex problems that face our industry. The MBA experience really gave me the skills I needed to make a larger impact.”**

**Patrick Gomez Menzies, MBA '19**  
**Manager, Oncology Brand Payer and Access Marketing, GlaxoSmithKline**

### Shadow Days

Managed by the Healthcare Club in partnership with other UNC Kenan-Flagler career clubs, Shadow Days are one-day company visits where students interact with potential employers to evaluate cultural fit in the early stages of the career search process.

### Company Networking Opportunities

UNC Kenan-Flagler provides opportunities to network with leading healthcare professionals and major companies in both formal and informal settings, including an annual Networking Forum and company tailgates organized by the Healthcare Club.

### CBOH Alumni Mentorship Program

The CBOH offers a unique opportunity for MBA students to be matched with UNC alumni working across the healthcare sector for a yearlong, one-on-one mentoring relationship.



### NATIONAL HEALTH EXPENDITURES

are projected to grow at an average annual rate of 5.4% for 2019-28 and to represent 19.7% of gross domestic product by the end of the period.

Source: [www.healthaffairs.org](http://www.healthaffairs.org)

### EMPLOYMENT IN HEALTHCARE

occupations is projected to grow 15% from 2019 to 2029, much faster than the average for all occupations, adding about 2.4 million new jobs.

Source: Bureau of Labor Statistics



## CAREER PATHS

- » Biotechnology
- » Care Providers
- » Consumer Healthcare
- » Diagnostics
- » Government
- » Healthcare Startups
- » Hospital Administration
- » Information Technology
- » Laboratories
- » Medical Devices
- » Payers/Insurers
- » Pharmaceuticals

## KEY EMPLOYERS

- » Amgen
- » AstraZeneca
- » Blue Cross NC
- » Bristol-Meyers Squibb
- » Cigna
- » Ecolab
- » Eli Lilly and Company
- » Genentech
- » GSK
- » Humana
- » Johnson & Johnson
- » Kaiser Permanente
- » LabCorp
- » McKesson
- » Optum
- » Sanofi
- » Syneos Health
- » The Chartis Group
- » Triangle Insights
- » UnitedHealth Group
- » ZS Associates

## COMPENSATION\*

BASE SALARY      SIGNING BONUS      TOTAL  
**\$146,779 + \$34,555 = \$181,334**

\*Mean compensation in 2023 for UNC Kenan-Flagler Full-Time MBA graduates