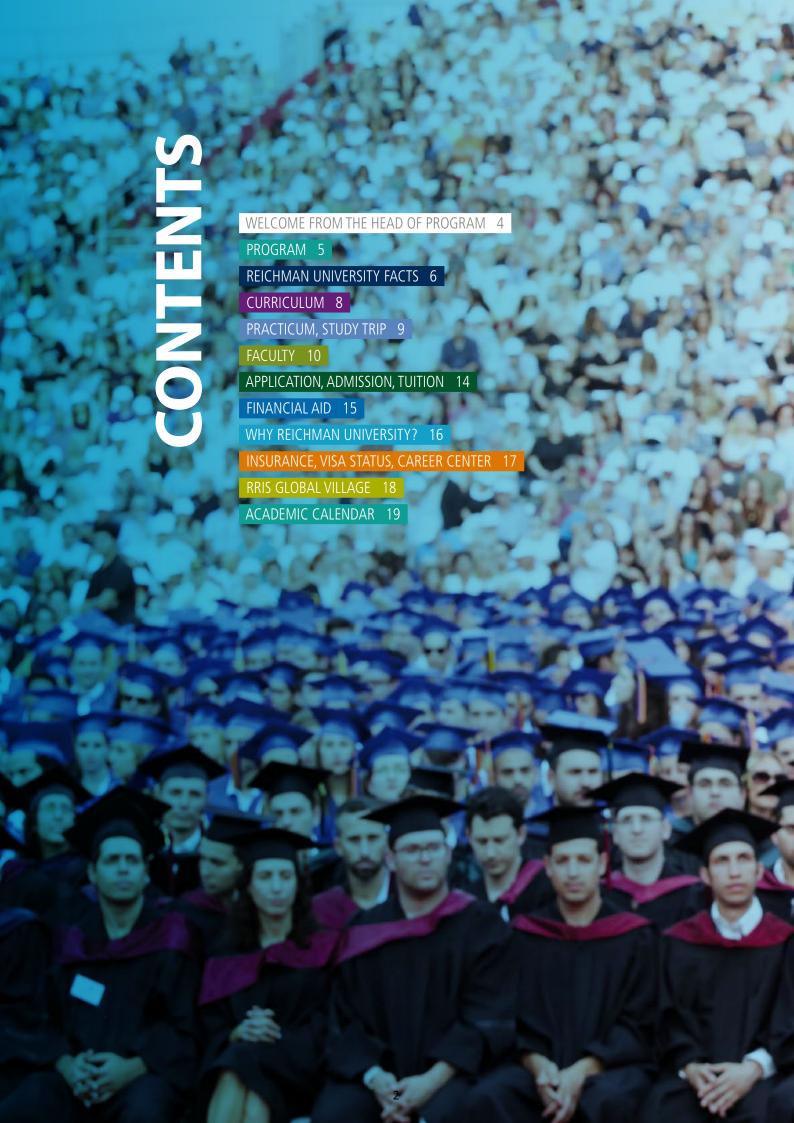


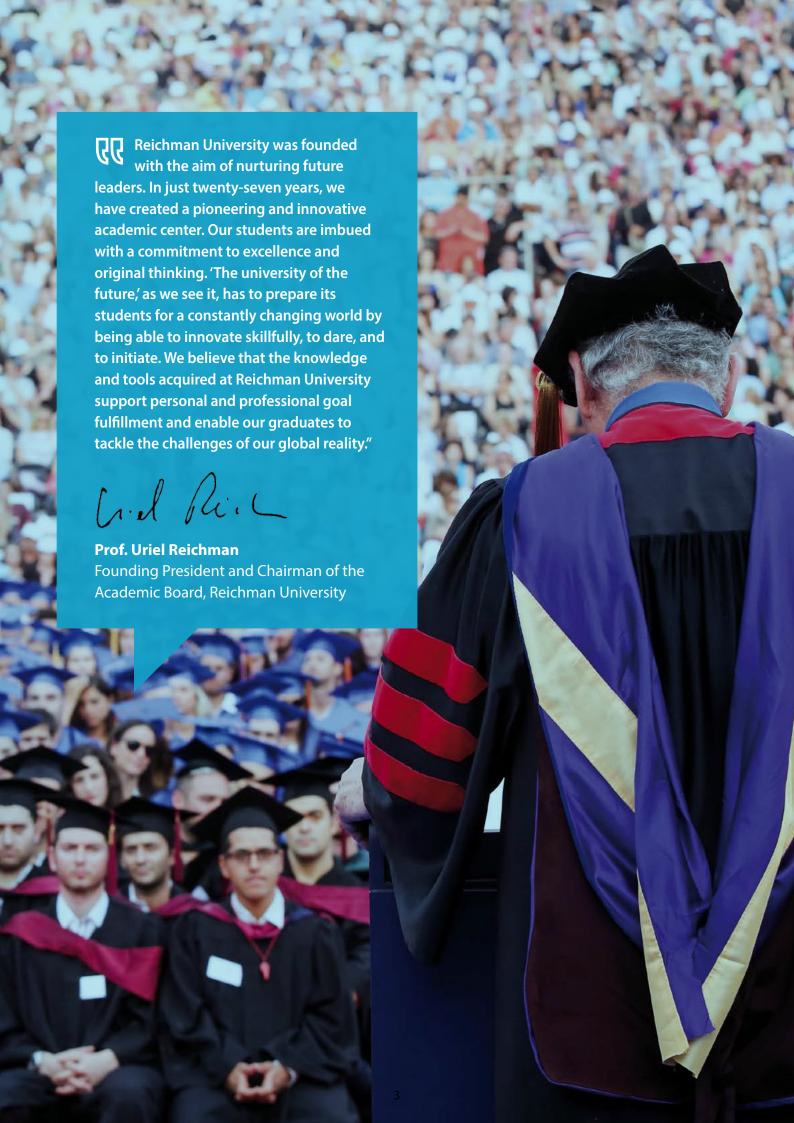




RAPHAEL RECANATI INTERNATIONAL SCHOOL

2022-2023







Healthcare systems are going through enormous changes worldwide. There is an immediate need to face and resolve challenges, such as skyrocketing healthcare costs and suboptimal quality of care, as well as to create a system that is more focused on patients. This requires a complete redesign that will necessitate innovative multidisciplinary solutions, leveraging technology, science, information systems, and national policy.

I am happy to introduce our MBA program in Healthcare Innovation, offered by Reichman University's Arison School of Business, in collaboration with Israel's largest hospital, The Chaim Sheba Medical Center, Tel Hashomer.

Our program is designed to prepare the future leaders of the healthcare industry to develop solutions that will enable a redesign on the technological, scientific, pharmaceutical, digital, and policy levels. It will also prepare them for emergency and disaster management, where we foresee a growing global need. The program brings together all the unique advantages of Israeli innovation, to provide our students with the tools and skills necessary to understand the complexity of the healthcare world today. Our curriculum and practical experience emphasize innovative thinking and entrepreneurship.

Together with my colleagues from Sheba, I invite you to take advantage of this opportunity and join our group of talented professionals in management and innovation who will be tomorrow's leaders.

77

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PROF. VARDA LIBERMAN
Head & Director
MBA in Healthcare Innovation
Reichman University

THE CHAIM SHEBA MEDICAL CENTER, TEL HASHOMER



PROF. YITSHAK KREISSDirector General



PROF. EYAL ZIMLICHMAN
Deputy Director General
and Chief Medical and
Innovation Officer



The culture of innovation and discovery that permeates Israeli society is the perfect backdrop for studies in healthcare innovation. That culture thrives strongest in the city of Herzliya, a hub of Israeli high-tech companies, and home to Reichman University, recognized for its cuttingedge approach to innovation and entrepreneurship studies.

This one-year MBA in Healthcare Innovation is the first-ofits-kind in Israel. The program is led by a highly qualified and dedicated team, and brings together all the best elements of Israeli innovation and academics, to provide an MBA experience which is unparalleled.

The program is designed for professionals from Israel and abroad who have experience in the field of healthcare, or are interested in management, innovation, and entrepreneurship in healthcare. Suitable candidates include those coming from the healthcare system, engineering, entrepreneurship, AI, law, biomedicine, pharmacology, high tech, research, investment, management, and public policy.



SHIMRIT CHAIRMAN Administrative Manager

- One-year program that will start in November 2022
- Partnership with The Chaim Sheba Medical Center, Tel Hashomer
- Classes conducted in English
- Students will master three core areas:
 - » Business Administration
 - » Healthcare Management
 - » Innovation and Entrepreneurship
- Parallel to core studies, students will participate in a hands-on practicum in innovation and entrepreneurship
- Leading guest lecturers from Ivy League universities such as Stanford and Harvard, and from the industry
- Study trip to Silicon Valley and Stanford University (optional)

REICHMAN UNIVERSITY

FAST FACTS

Israel's first and only private university

Over **30** Cover **30** C

www.runi.ac.il/research-institutes



Over **30,000**

graduates worldwide

The Career Center

aims to assist alumni in integrating into the professional market, as well as to assist employers who are seeking to recruit suitable candidates



The Israeli Council for Higher Education granted Reichman University permission to confer

doctoral degrees

Over **2,000**

Raphael Recanati International School students from over countries make up

1/3 of the Reichman University student body



REICHMAN UNIVERSITY: THE MOST INTERNATIONAL UNIVERSITY IN ISRAEL

Reichman University created new, academic

interdisciplinary concepts in the fields of

entrepreneurship, counter-terrorism and sustainability - models that are being implemented around the world Over 300 Lone Soldiers studying for full degrees

Reichman University's Alumni Association,

with over 30,000 graduates, forms a professional and social alumni community that promotes

networking from different countries, and strengthens the pride and belonging to Reichman University and the alumni





The program comprises 52 academic credits to be taken over the course of one year.

BUSINESS ADMINISTRATION

Quantitative Method for Data Analysis Financial Management

Financial Accounting

Customer Value Management

Planning and Financing New Ventures

Managing Innovative Ventures with HC Approach

Decision-Making Under Uncertainty

Leadership Communication: Speak up, Be Heard, Be Remembered

Enterprising Leadership in Complex Healthcare Environments

The International Language of Negotiation

Real World Experience

HEALTHCARE MANAGEMENT

Redesigning Healthcare

Introduction to International Healthcare Systems

Healthcare Leadership & Disaster Management

Health Economics

Global Public Health: Science, Policies, Practice

INNOVATION & ENTREPRENEURSHIP

Introduction to Innovation Management

Toolkit for the Innovation Journey

Innovation in Healthcare Services

Study Trip to Silicon Valley and Stanford University (optional)

PRACTICUM

Parallel to core studies, students will participate in a handson practicum in innovation and entrepreneurship over the course of the year.

SCHEDULE

Studies will take place twice a week: Tuesday afternoons and Friday mornings.

During some mini semesters there will be an additional (optional) tutorial on Sunday evenings.

A few courses will be taught intensively over a few days, with full-day studies.

Reichman University reserves the right to cancel, alter, or expand the academic programs offered.



HANDS-ON PRACTICUM



We believe that the best learning happens when students are able to implement the theories they have learned in class in a real-world situation. As such, our program offers a practical, hands-on practicum. The primary goal is to allow students to practice and experience the identification of unmet needs and to develop feasible solutions in an innovative process. We offer two tracks, each with a wide variety of practicum opportunities:

PROCESS INNOVATION

In this track students join existing companies or organizations in the Israeli healthcare industry, such as hospitals and HMOs, accelerators, VCs, medical startups, pharma companies, and the Sheba Innovation Center. Students set up teams and select an organization of their choice. They work with the course instructors and the chosen organization to define a specific, agreed-upon objective or theme, and then to design and prepare a project. The teams are mentored closely by the course instructors. Additionally, a team of interdisciplinary experts is available for consultation.

The hands-on experience allows students to implement what they've learned in class in a real-world situation, and to think out-of-the-box about processes. Through their practicum, students are also exposed to different stakeholders within the Israeli healthcare ecosystem.

PRODUCT INNOVATION

In this track students have a unique opportunity to experience the development of a venture from an idea to a product, using a multidisciplinary toolkit. Students learn how to identify and address unmet healthcare needs, develop innovative products, and work on bringing those products into the patient care market through a startup, corporation, or other channels.

The ventures are closely mentored by the course instructors and are exposed to relevant experts. Through their practicum, students are also exposed to different stakeholders within the Israeli healthcare innovation ecosystem. These may include VCs, incubators, university technology transfer companies, investment arms of multinational healthcare companies, and Israeli and international governmental innovation funds.

The practicum enables students to utilize their individual capacities, while collaborating with colleagues and external stakeholders.

We encourage students to bring in their ideas, or their organization's ideas, so that they can work on their own initiatives as their practicum projects.

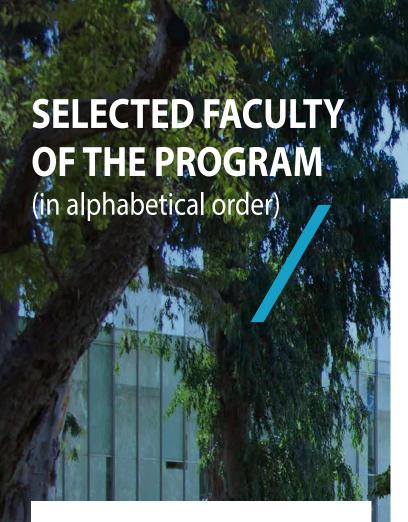
Both tracks work in parallel during the whole practicum period. Each track also has close access to the content and deliverables of the other track. This allows students to focus on their own track, while also being exposed to the activities of the other track.



What is so special about the study trip to Silicon Valley and Stanford University? Why does it make the educational experience so much stronger? Our study trip accelerated and crystalized our Healthcare MBA experience, and took us all by surprise, because first and foremost, we did not expect it to be such a transformational experience. The trip covered all aspects of the healthcare innovation ecosystem. It was also great fun and a truly bonding experience.

We felt very special and were surrounded by sincere interest in our program and a willingness to exchange ideas. It felt like the learning experience was totally mutual; as much as we were thirsty for knowledge and information, our hosts were super curious hearing about what we were all up to."

Annie Kaufman, Class 1 student



Dr. Amir Guttman, PhD, UC Berkeley

Dr. Guttman teaches courses on the process of venture creation and new business models in the MBA programs at Reichman University's Arison School of Business, and is involved with the Incubator for Entrepreneurship at the Weizmann Institute of Science. He served as Managing Partner at Aviv Venture Capital since he founded it in 2001. Dr. Guttman served as a member of the senior management at Discount Investments Corp (DIC), where he initiated and executed a wide variety of investments, business developments, and M&A activities. He has been on the boards of various companies.

Prof. Arnon Afek, MD, Hebrew University of Jerusalem; MHA, Ben-Gurion University of the Negev

Associate Director General, The Chaim Sheba Medical Center; Acting Director, Sheba General Hospital; Director, NY State/American MD Program, Sackler School of Medicine, Tel Aviv University; Chairman, National Council of Pathology and Forensic Medicine

Prof. Afek served as the Director General of the Israel Ministry of Health, as well as in several other public roles that required him to design health policies and improve quality of care.

Prof. Afek received awards for improving quality of care in neonatal units, reducing bureaucracy in physician licensing, and excellence in teaching.

Prof. Dan Segal, PhD, New York University

Head, Accounting Group, Arison School of Business, Reichman University

Prof. Segal's research interests are in empirical financial accounting and corporate finance topics. Over the years he developed expertise in several areas of research, such as corporate governance, credit default swaps, earnings management, conservatism, analysts' skills, and strategic disclosure. His research appears in leading academic journals such as The Accounting Review, Journal of Accounting Research, Review of Financial Studies, Review of Accounting Studies, Management Science, and more. Prof. Segal, who has received several teaching awards, has taught in full-time MBA programs, as well as nondegree executive programs. Before joining Reichman University, he was a member of the Rotman School of Management at the University of Toronto. His courses mainly focus on financial statement analysis and financial accounting. Prof. Segal has a PhD in Accounting from NYU's Stern School of Business and a BA in Economics and Business from Hebrew University.

Doron Hacmon, MBA, Tel Aviv University

Commercial, Strategy, Product Dev. Executive; Investor & Innovator; Keynote Speaker; Adjunct Professor, University of Amsterdam MBA Program

Mr. Hacmon is an inspiring keynote speaker, an innovator, and a private investor, in addition to being an adjunct professor. Up until recently, Mr. Hacmon served as Chief Product and Innovation Officer of Liberty Global, an international telecommunication and Cable TV operator active in Europe and listed on the Nasdaq. In his last role he oversaw Product Development across television, broadband internet, fixed telephony, and mobile.

Before joining Liberty Global, Mr. Hacmon was an active partner in a management consultancy firm specialized in high-tech investments, and before that, he headed a large software development team.

Mr. Hacmon is currently an Adjunct Professor for Innovation Management for the University of Amsterdam's MBA program. Previously, he was a part-time Professor at Webster University in Leiden, covering International and Strategic Marketing.







Prof. Ran Elkon, PhD, Tel Aviv University

Principal Investigator, Bioinformatics Research Lab for Gene Regulation, Sackler School of Medicine, Tel Aviv University Dr. Elkon's research focuses on understanding how genetic variants in the human genome affect individual predisposition to common diseases as a cornerstone of the vision of precision medicine. He has published more than fifty articles in leading biomedical journals, including Nature Biotechnology, Genome Research, Genome Biology, and Cell. Dr. Elkon teaches bioinformatics and genomics at Tel Aviv University Medical School and Statistics at Reichman University.

Ravit Barniv, MBA, Tel Aviv University; MBA Healthcare Innovation, Reichman University; MA, Diplomacy and Strategy, Reichman University

Ms. Barniv serves as a board member in companies including Ormat (geothermal energy) and Clalit HMO. She has been the Chairman of the Board of Directors of Tnuva (food) and Shikun and Binui (infrastructure, real estate, renewable energy), as well as the CEO of Netvision (telecommunications). Ms. Barniv's passion is sustainability and innovation, and she is an executive who creates positive impact and shareholder value. Her expertise includes leadership, strategy, strategic innovation, and corporate turnarounds.

Prof. Varda Liberman, PhD, Tel Aviv University

Head, Behavioral Decision-Making Area, Arison School of Business, Reichman University; Head, Mathematical & Statistical Studies, Reichman University

Prof. Liberman is one of the founders of Reichman University. She holds a PhD in Mathematics and, before joining Reichman University, she was the Head of the Mathematical Education Department at the Open University of Israel. Prof. Liberman was an Associate Researcher at the Institute for Advanced Studies of the Hebrew University of Jerusalem and at Stanford University, where she continues to serve as a visiting researcher every summer. Her research deals with probabilistic judgment and behavioral decision-making, and she collaborates with leading researchers in the field. She is the author of several textbooks, and a co-author, with the late Amos Tversky, of Critical Thinking. She has also won several teaching and research awards. As an expert on decision-making, Prof. Liberman acts as a consultant, and also gives lectures and executive training for organizations such as the healthcare system, the judicial system, investment houses, high-tech companies, and the Israel Defense Forces.

Prof. Yitshak Kreiss, MD, Hebrew University of Jerusalem; MA, Health Administration, Tel Aviv University; MPH, Harvard University

Director General, The Chaim Sheba Medical Center; Professor of Medicine, Tel Aviv University; Associate Professor, Hebrew University Faculty of Medicine; Visiting Professor, Florida Atlantic University

For the last three decades, Prof. Kreiss has served in the Israel Defense Forces. He began his service as a front line combat surgeon, and worked his way up through all levels of command, until he assumed overall leadership of the Medical Corps, as the Surgeon General. Prof. Kreiss has treated victims in conflicts and wars, and in numerous emergency and disaster situations all over the world. He led, and was the executive authority of, many humanitarian missions, including: setting up a field hospital for the Kosovo refugees in Macedonia; heading the Israeli field hospital for the victims of the earthquake in Haiti; participating in the humanitarian medical operation for the victims of the civil war in Syria and the humanitarian medical mission for the victims of the typhoon in the Philippines.

APPLICATION, ADMISSION, TUITION

APPLICATION PERIOD

The application period for **international students** for the academic year starting autumn 2022 is **November 15, 2021 - August 31, 2022**.

Registration for Israeli students opens January 1, 2022.

The application period for students required to take preparatory courses ends on **July 26, 2022**.

Due to the competitive nature of the admissions process we recommend that applicants prepare their application well in advance of the deadlines.

ADMISSION CRITERIA

- Completed undergraduate degree from a recognized academic institution
- Undergraduate GPA of 3.0 or 80% and above
- Demonstrated professional experience of at least 3 years after undergraduate degree
- Interview either online or in person
- Students who do not have a background in Economics,
 Statistics, or Mathematics will be required to complete preparatory courses before the start of the academic year.

ONLINE APPLICATION

Complete the online application form at:

International Registration

https://forms.idc.ac.il/#/Public/Registration?lang=en&form=GMBA

Israeli Registration

https://yedion.idc.ac.il/yedion/fireflyweb. aspx?prgname=RegForm&arguments=-N90

Please note your application must include:

- Official transcripts of previous academic undergraduate and graduate studies. Transcripts must bear the official stamp of the issuing institution. If you do not send the original transcript, scanned photocopies will be accepted if properly notarized.*
- Detailed CV describing professional experience
- Two letters of recommendation
- Copy of passport or identity card
- A short biography (Bio Form)
- Ouestionnaire
- * An official, notarized English translation must be submitted for all transcripts not originally issued in English.

APPLICATION PROCESS

The application process consists of two stages:

- **Stage 1** Your application will be evaluated by the Admissions Committee based on the submitted materials.
- Stage 2 Applicants who successfully pass Stage 1 will be invited to a personal interview with the Admissions Committee. Applicants living outside Israel may be interviewed via Zoom or by phone.

TUITION & FEES

- The application fee is \$100 USD (non-refundable).
- The down payment is \$2,300 USD. Applicants must pay
 the fee to secure their place in the program after being
 accepted. Once the down payment has been received
 the applicant's place is secured and confirmed.
- The tuition fee for the entire MBA Healthcare Innovation program is \$26,900 USD. (If payment is in Israeli shekels, the value in dollars will be determined according to the exchange rate on the day that payment is received.)

Reichman University reserves the right to change all tuition and fees rates without prior notice.

FINANCIAL AID

MERIT SCHOLARSHIP

Scholarships are based on exceptional achievements. For those who are interested, please apply no later than July 31, 2022.

STUDENT AUTHORITY

The Government of Israel offers financial assistance for graduate school tuition to new immigrants under the age of 30, provided the immigrant does not already have a graduate degree from abroad and the program is recognized by the Student Authority. Students must begin their graduate studies within three years of their aliyah date (not including army service), in order to be eligible for this assistance.

www.gov.il/en/Departments/General/students_eligibility

FAFSA

American students may be eligible for Stafford Loans as part of the Direct Loans Program. Check your eligibility with the RRIS Financial Aid office: rris.financialaid@idc.ac.il
Students can register online at www.studentaid.gov from October 1, 2021 to April 1, 2023 for the 2022-'23 academic year. Our school code is **G40703**.

For further information see www.runi.ac.il/fafsa

MASA

Jewish students between the ages of 18-30 who have not previously been on a long-term program to Israel and have not made aliyah are eligible for a onetime grant from Masa towards tuition.



www.masaisrael.org

SAP (Students Assistance Programs)

Canadian students interested in loans and grants from the Canadian government can get information at https://www.canada.ca/en/services/benefits/education/student-aid/grants-loans/province-apply.html

Financial aid is also available through the Jewish Free Loan for the Greater Toronto area (https://www.jewishcanada.org/regional/jewish-free-loan-toronto).

FOR MORE INFORMATION

https://www.runi.ac.il/en/schools/rris/graduate/pages/financial-aid.aspx



Networking is the name of the game!

To date, there are more than 27,000 Reichman University graduates from more than 90 countries. This gives students a unique opportunity to meet people from different backgrounds and learn about other nations and cultures, and to establish friendships that last a lifetime. It also creates a worldwide networking system that gives our students an advantage throughout their lives.

Our small classes create an intimate atmosphere, which allows students to get to know each other and the staff. Our philosophy is that our students are our partners.

Reichman University is one of the most prestigious universities in Israel. Employers seek Reichman University graduates because they come with practical tools and hit the ground running. Reichman University operates a Career Development Center that aims to prepare students and alumni for the job market, and to provide them with the tools to find suitable employment both before and after they graduate.

Reichman University offers a large array of extracurricular activities: sports, debate club, Model UN, Israel advocacy, JLIC-RRIS Friday night dinners, shiurim, mincha club, choir, band, and much more.

WHY REICHMAN UNIVERSITY

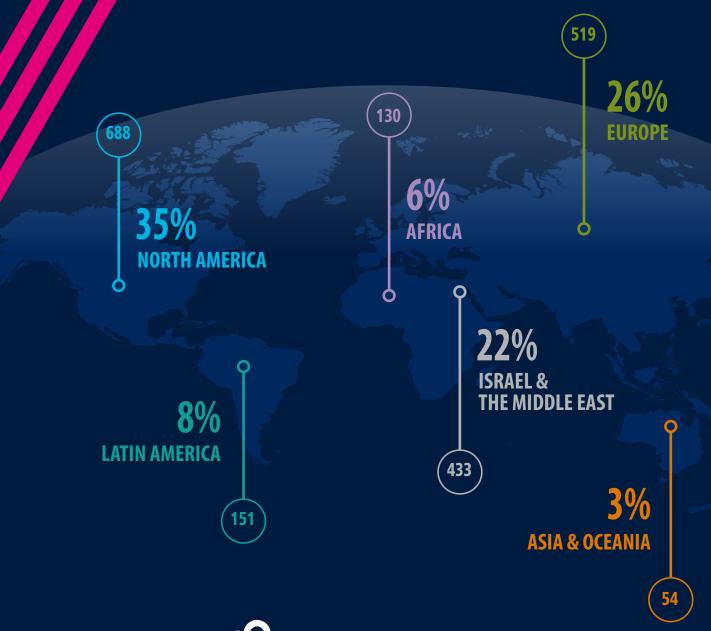
The Raphael Recanati International School provides very special care for its students. We are the largest academic absorption center in the country. We are especially proud that we are home to more than 300 lone soldiers, who are currently studying here.

Reichman University was ranked number one in student satisfaction for quality teaching for four consecutive years, in a nationwide survey conducted by Israel's Council for Higher Education. We are the first non-government-subsidized academic institution to grant doctoral degrees.

One-third of Reichman University students are international, making us the most international university in Israel for full-degree students. Israeli students serve as counselors for first-year students in order to help them find their way around and get to know the system.



RRIS GLOBAL VILLAGE



30% ∰

OF THE STUDENT POPULATION OF REICHMAN UNIVERSITY ARE INTERNATIONAL STUDENTS.
RRIS IS THE LARGEST ACADEMIC ABSORPTION CENTER IN ISRAEL.





CONTACT INFORMATION

Reichman University, POB 167, Herzliya, Israel 4610101

GRADUATE PROGRAMS
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Submit your application online

 $\underline{ https://forms.idc.ac.il/\#/Public/Registration?lang=en\&form=GMBA}$

www.rris.runi.ac.il