

## **ABSTRACT FOR TROPED WEBSITE**

**Author:** Kizito Susan Nakkazi

**Profession:** Medical Doctor

**Year:** 2011

**Thesis Title:** A Cross-sectional Study Describing the Factors Influencing the Decision of Health Professionals in the Philippines to Enroll in a Master in Business Administration in Healthcare Management at the Ateneo Graduate School Of Business.

**Key words:** Formal training, health professionals, managerial competencies.

**Research Institution:** Health Unit – Ateneo Graduate School of Business

**Supervisor:** Maria Eufemia C. Yap, MD, MSc

### **ABSTRACT**

**Problem Statement:** Healthcare systems globally are continuously facing complex, dynamic, and rapidly evolving challenges today, leaving healthcare leaders insufficiently equipped with the tools to enable them overcome these challenges. Health professionals in administrative positions have expressed a need for formal academic training in managerial competency but some have hardly been able to obtain it despite the existence of good formal academic training programs in health management. Taking the successful example of the AGSB, this research study aims to find out what influenced health professionals currently enrolled in the MBAH program, to acquire managerial competencies through formal academic training.

**Methodology:** A cross-sectional descriptive study with qualitative and quantitative aspects was used. A self-administered questionnaire was given to respondents, supplemented by a focus group discussion to deepen the understanding of the survey results. Primary data collection was carried out involving three batches of MBAH currently enrolled students at the AGSB.

**Findings:** The MBAH program health professionals are predominantly medical doctors with families residing in Metro Manila, working in the private sector, and are at advanced career stages. Four outstanding factors influencing the decision of health professionals to enroll in the

MBAH program include: (1) the AGSB's institutional characteristics as a reputable institution; (2) the business program that enables students to acquire relevant competencies; (3) favourable class schedule; and (4) the strong family and friends' support network that motivates the students to enroll.

**Discussion:** Factors contributing towards decision to enroll as an MBAH student at the AGSB are multifactorial, involving a combination of business marketing strategies, cultural aspects, environmental and social influences. Obtaining formal academic managerial training among health administrators in the Philippines is a desire that is strongly influenced by their academic and cultural background as well as institutional and program characteristics that match suitably with the future life goals of health professionals irrespective of gender, marital status and geographical location.

**Conclusion:** The characteristics of the training institution as a whole, the content and schedule of the academic program, and the presence of support mechanisms play a major role in the decision to enroll in a health management program. Given these, it is recommended that the AGSB maintain and continue to strengthen its reputation and ability to deliver quality education in terms of its facilities and faculty. For the Health Unit, continued integration of business with health management, continued update of course offered to make them increasingly relevant to the current health trends, maintaining the current schedule of classes, and building networks among the different batches of MBAH students.