

# SCHULICH HIMP ALUMNI NEWSLETTER

## MESSAGE FROM THE HIMP EXECUTIVE DIRECTOR

It has been an extraordinary few months, to say the least, and hopefully everyone is staying healthy and safe. Several changes are noteworthy that I want to share with you.

First, we will be holding our classes via Zoom in the Fall. This is particularly challenging, but I am confident that we will be able to deliver an excellent program for our students given the calibre of our faculty.

Second, Dean Dezso Horvath has stepped down after an extraordinary tenure defined by unparalleled accomplishments. I wish to congratulate Professor Detlev Zwick on stepping into the role of Interim Dean. Professor Zwick has been very supportive to HIMP and we look forward to his continued insights and involvement.

Third, and of particular significance, we were fortunate to secure a donation of over \$5 million from the Krembil Foundation (Dezso Horvath was instrumental in this endeavour) to fulfil our vision for a Centre of Excellence in Healthcare Industry Management, including development of a new 1-year Master of Health Industry Management (MHIM) degree program. This new degree program will include courses on all sectors of the healthcare industry such as pharma, long-term care homes and medical device innovators (more sub-sectors summarized on next page). Our preparations for curriculum development are underway, steered by Professor Amin Mawani and myself.

As you may be aware, this has been an aspiration for many years and we are grateful to the Krembil family for enabling such a seminal and consequential development for our students, faculty, Schulich School of Business, York University and the healthcare sector.



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# Industry subsectors covered in the new, proposed MASTER OF HEALTH INDUSTRY MANAGEMENT (MHIM)



# STAKEHOLDER GROUPS

## HEALTH CARE & BIOTECHNOLOGY FORUM (HCBF) – new executive team

Healthcare and Biotechnology Forum (HCBF) is pleased to announce the leadership team for the 2020-2021 academic year. The incoming president is Nidhi Sejwal, supported by co-vice presidents Saurabh Malpani and Sohini Ghosh. With over 45 years of collective work experience, the new executive team brings strong and diverse industry experience from consulting, marketing, finance and healthcare. “Our newly formed team is ready to take Healthcare and Biotechnology Forum to new levels. We aim to develop a consistent communications strategy to build engagement with our alumni and leverage that to bring opportunities for our current students” said Nidhi Sejwal, President of HCBF.

Healthcare is under the spotlight like never before. The pandemic has affected almost every business in our country. The club considers this as an incredible opportunity to build awareness amongst the Schulich community towards diverse job opportunities available under the broad umbrella of Healthcare and Biotech industry. Through its events, the club plans to highlight how the Canadian healthcare system in general and individual businesses more specifically remained resilient during the crisis, and the new opportunities and careers arising from the pandemic. The executive extends its invitation to interested alumni to approach them to discuss about professional development, career paths and personal experiences. If interested, please email the team at [hcbf@schulich.yorku.ca](mailto:hcbf@schulich.yorku.ca).



The graphic features a dark background with a glowing DNA double helix. At the top left, there are four small icons: a person, a caduceus, a DNA helix, and a microscope. The text 'Healthcare & Biotechnology Forum presents Executive Team 2020' is centered at the top. Below this, eight circular portraits of team members are arranged in three rows. Each portrait is accompanied by the member's name and title in yellow text. At the bottom left, the Schulich School of Business and York University logos are displayed.

**Healthcare & Biotechnology Forum**  
presents  
**Executive Team 2020**

  
Nidhi Sejwal  
**PRESIDENT**

  
Saurabh Malpani  
**CO-VICE PRESIDENT**

  
Sohini Ghosh  
**CO-VICE PRESIDENT**

  
Baoli Fan  
**DIRECTOR of FINANCE**

  
Satarupa Dhir  
**DIRECTOR of OPERATIONS**

  
Rahul Saha  
**DIRECTOR of MARKETING**

  
Ayush Patel  
**DIRECTOR of CORPORATE AFFAIRS**

  
Zamran Parvez  
**DIRECTOR of MARKETING**

 **Schulich**  
School of Business |  **YORK**  
UNIVERSITY

## From the Career Development Centre (CDC) at Schulich

The goal of the Career Development Centre (CDC) is to provide you with the tools and training to help you achieve sustainable career success.

To assist you in this process, our team can help you with identifying and assessing your strengths, skills and motivators; determine your career objectives; hone skills for career self-management and create and execute your career plan.

We provide the following services:

- One-one Industry Advising Sessions
- Weekly drop-in sessions where you can ask any career-related questions
- Networking Mixers & Breakfasts (including the Healthcare Mixer)
- Career Foundations Workshops on topics such as career planning, resume & cover letter, networking, developing an online presence and interviewing.
- Industry-focused workshops and panels
- Corporate recruitment events for fulltime and internship positions
- Access to Handshake – the CDC career platform – for year-round job postings
- Online job search resources (some using AI Technology to help you hone your skills!)

Our Corporate Relations Team has built strong relationships with our Healthcare Industry partners who come and recruit at Schulich throughout the year. All job postings can be found on Handshake and the advising team is available to help you prepare your job applications and interviews. Come visit us! Feel free to email us with any of your career enquiries at [career@schulich.yorku.ca](mailto:career@schulich.yorku.ca). Or, if you wish to book an appointment with one of our industry advisors, please visit [Handshake](#)

To learn more about our services, please click [HERE](#)

## BE CONFIDENT IN THE VALUE YOU ARE OFFERING

### Conversation with Rina Lamba, MBA (2019)

Interim Director, York Region Public Health



Over the last 20 years, Rina Lamba has demonstrated her passion for administering and improving value-based healthcare services. She has covered a broad spectrum of roles as a nurse, administrator of a long term care home, and currently as interim director for York Region Public Health. Rina applies a human-centered approach with a focus on accountability. She takes the initiative to identify appropriate resources, efficiencies, and opportunities to improve the status quo. Among her accomplishments, she has successfully executed changes to public health programs that have led to cost savings and quality improvement, including reducing wait times by 40%. Most recently, Rina was responsible for the redeployment of more than 400 staff as part of York Region's COVID-19 response.

Please tell us more about your current position

My nursing background over the last 15 years has evolved into various roles with increasing responsibilities, including Administrator at a Long-Term Care facility and now an Interim Director at York Region Public Health. I am currently responsible for managing my budget and overseeing staff that deliver services to children and families such as dental, home visiting, breastfeeding clinics, tele-health services, mental health support groups, health promotion and quality assurance strategies. I am currently working on resuming services after the Covid-19 lockdown. With my team, I had to identify areas of priority, determine the risks and implement a safe process to reinstate our services.

How has COVID-19 pandemic affected your work?

During the initial months of the pandemic, the biggest challenge we faced in Public Health was to be able to pivot quickly and be agile during the turmoil. Services that were considered 'normal' were

suddenly not offered. We didn't know as much as we know now and had little data to work with to support our decision-making. We had to take what was known at the time to make the best informed decisions that we could. It was a constantly changing environment and the stakes were high since it involved our patients' lives. Staff was being redeployed with little notice. With reduced staff and introduced virtual processes to offer essential services. This turned out to be an opportunity to see new and more efficient ways of delivering service that we plan to continue.

The pandemic offered us all new ways of working closely together, while empowering and educating patients. I believe that we have accelerate integration within the healthcare system where health care providers and agencies continue to work closely together with common goals and defined roles.

### What were the keys to your career advancement?

I am always learning and wanting to consistently upgrade my skills. I do not hesitate to tackle things outside my comfort zone and look for new perspectives. Earning my MBA and lean six sigma certification were part of this journey. I often step up to volunteer for challenging assignments when an opportunity presents itself. It is important to me to have a supportive network in which I can interact with individuals within and outside of the healthcare sector. I have also searched out mentors who will offer some advice and coaching that is meaningful to me.

My children were young at the time I started my MBA, I knew that finding time to do this, while balancing my family and a full-time job would be a tall order. But I was able to successfully complete the program as well as an internship, and I look at it as one of my proudest achievements.

### Any insights into future trends for our students?

The importance of developing communication skills and being able to present in a clear, concise and interesting manner is key to success in competitive environment like the healthcare industry. Second, the health care system has an abundance of relevant data that needs to be organized and analyzed for both clinical and financial efficacy. Personalized health care to influence healthy behaviours and prevent illness can benefit from mining data. The cost of providing health care is increasing faster than the rate of GDP primarily because healthcare is a labour-based service sector and relies on human beings taking care of other human beings. We need to adopt new and innovative models of care, and to reimagine service delivery through collaboration and harnessing technology to increase productivity.

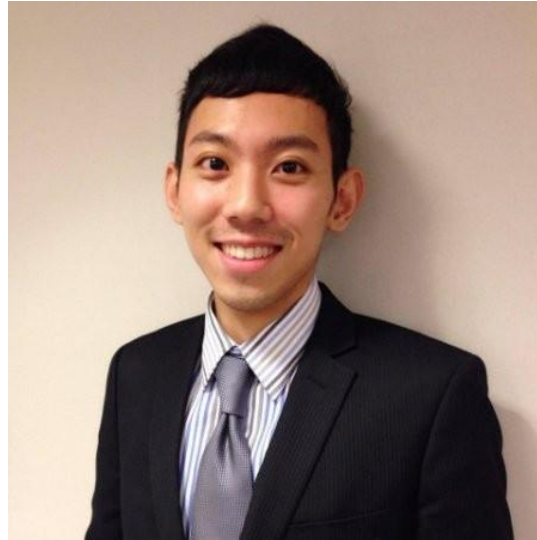
### What are the key skills and traits useful in the healthcare industry?

It is important to have knowledge of our healthcare system and how it functions. The ability to manage and engage with multiple stakeholders; to facilitate and design programs and services that work for all stakeholders (especially patients); and the ability to use data to make informed and evidence-based decisions are critical in all areas of healthcare. Finally, healthcare professionals cannot overlook empathy and the ability to balance business perspective with a humanistic view.

## THE DEMAND FOR SENIORS' CARE FAR EXCEEDS THE SUPPLY

### Conversation with Rob Po Hsiang Huang, MBA (2018)

Franchise Owner and Executive Director, Senior Helpers



Please tell us more about your current role.

I am currently the owner and executive director of Senior Helpers in Toronto. Senior Helpers is a US franchise in in-home care business specializing in Alzheimer's & dementia care. There are almost 300 locations across the US, Canada, and Australia. Senior Helpers is a US brand wishing to expand to Canada. I saw the opportunity of owning a senior care franchise in Toronto and jumped on it. Owning my own business has been a true test of my MBA skill set. As a business owner, you must think about HR, marketing, supply chain, operation efficiencies, accounting, finance, budgeting, strategic planning, competitors and employee management, often all on the same day.

I am responsible for the daily operation that includes marketing, sales, recruiting, customer services, and all the finances. I have one salesperson and one office manager to help me with the operations. There are three main parts of our operations: sales, recruitment, and finance. My daily routine on the sales side is to follow up with inquiries with my salesperson, contact potential business partners, plan future community outreach events, and facilitate marketing strategies. On the recruiting side, I'll have the final interview with caregivers after my office manager has completed the initial screening. I am also responsible for all the finances including payroll, billing and accounting.

How has COVID-19 pandemic affected your business?

Yes, Covid-19 had a significant impact on seniors' long-term care. We bought masks, gloves and other personal protective equipment when we first heard about our first case of Covid-19 in February. This turned out to be our strategic advantage since we were one of only few LTC offering unlimited and mandatory PPE for our caregivers.

## What sparked your interest in the healthcare industry?

I got into this business because I saw how difficult it was for my parents to be the main caregivers for my grandparents while still working full time. In-home care services share the caregiving burden with the families and offer energy and time. Baby boomers constitute the largest and wealthiest demographic group. The supply for senior care is less than the short-to-medium term demand. The senior care industry can only benefit from technology so much because at the end of the day, showering, incontinence care, and all other personal care still require assistance by a fellow human being.

## How do you stay agile?

It's a process. I continue to learn – for example, I recently enrolled in a course on Alzheimer's and dementia care with my employees. This not only helps with team building, but also empower myself.

## What do you suggest students engage in to learn more about the healthcare industry?

Toronto is a great place to get introduced to healthcare and the healthcare industry offers incredible opportunities for business school students.

## What do you consider the desired skills and traits for this industry?

I would say caring for people and empathy toward others. Stand in your patients' shoes and you may understand their hurdles.

## PAST EVENTS

### FOCUS ON INDIA –HEALTHCARE SECTOR'S CHALLENGES & OPPORTUNITIES

**May 29<sup>th</sup>, 2020**

The webinar explores the key elements of the healthcare ecosystem that have been effective in responding to the covid-19 crises across the private and public sectors. It explores new opportunities to work together and develop new avenues of collaboration during and after the crisis for both Canada and India. The webinar features Professor Joseph Mapa as one of the three panellists offering his perspectives on the Canadian experience with COVID-19. You can watch it at:

[https://www.youtube.com/watch?v=d3FoOkm0Ex0&list=PLhQ0luCiv9FRH\\_Ci1lg0VE8ltbTmqQ\\_P0&index=4&t=0s](https://www.youtube.com/watch?v=d3FoOkm0Ex0&list=PLhQ0luCiv9FRH_Ci1lg0VE8ltbTmqQ_P0&index=4&t=0s)

### KPMG SEMINAR - DELIVERING HEALTHCARE IN THE NEW REALITY

**July, 24, 2020**

The webinar discusses how to plan and build a more resilient health system for the next 18-24 months. And the priorities that need to be addressed in the short run. You can watch it at

<https://bit.ly/3a2TW3A> (Password: KPMg2020)



## UPCOMING EVENT

### LEADERSHIP LESSONS FROM A VOLUNTEER-BASED ORGANIZATION

Thu, October 8, 2020 1:00 PM – 1:30 PM EDT Register at:

<https://www.eventbrite.ca/e/leadership-lessons-from-a-volunteer-based-organization-tickets-114671451398>

## HIMP FACULTY IN THE NEWS

Read about Amin Mawani's prescient op-ed in *The Globe and Mail* where he identified the key issues and challenges over a month before the global pandemic was declared by the W.H.O.

Amin Mawani, "How businesses can plan for a coronavirus disruption" *The Globe and Mail* January 31, 2020, page B4 at <https://www.theglobeandmail.com/business/commentary/article-how-businesses-can-plan-for-a-coronavirus-disruption/>

## FROM THE EDITOR

Hope you enjoyed the Fall 2020 edition of the Schulich HIMP Alumni newsletter compiled during a pandemic. The experience of it, as with life in the last few months, was unprecedented and this uncertainty continues. The Schulich community has proactively managed the crisis well as attested by many of its achievements. As Prime Minister Justin Trudeau said about the class of 2020 in [his congratulatory speech](#), "I cannot think of a generation better prepared to set us on the right path forward."

I would like to take this opportunity to thank all the contributors and supporters for making this newsletter possible, especially Professors Joseph Mapa and Amin Mawani, Rina Lamba, Rob Po Hsiang Huang, Nidhi Sejwal, the HCBF, the CDC, and the Schulich alumni community.

May you stay safe and be well!



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