International Business School Pharmacy

Innovative health care



Online certificate programme for frontline healthcare professionals Worldwide

Certificated program

Shape the Future of Healthcare

Healthcare is undergoing rapid transformation. Digitalisation, Artificial Intelligence, changing patient expectations, workforce challenges, and increasing organisational complexity require healthcare professionals to think beyond their clinical expertise.

Tomorrow's healthcare leaders need the skills to innovate, lead change, and create sustainable value for patients, organisations, and society.

To support this development, the International Business School for Pharmacists (IBS-P) has created the Innovative Health Care Certificate Programme: an MBA-level online programme designed specifically for healthcare professionals who want to strengthen their leadership capabilities and drive innovation within their organisations.

This internationally oriented programme combines strategic management, innovation, digital transformation, leadership, and healthcare-specific business expertise. Throughout the programme, participants work on a practical innovation project that directly benefits their own organisation.

All modules are delivered online in English and include personal coaching and mentoring by experienced faculty members and healthcare experts.



Who Should Participate?

This programme is designed for ambitious healthcare professionals and executives worldwide, including:

- Physicians and medical specialists
- Pharmacists
- Healthcare managers and executives
- Professionals working in hospitals and healthcare institutions
- Pharmaceutical industry professionals
- Healthcare wholesalers and distributors
- Healthcare entrepreneurs and innovators

Whether you work in patient care, management, industry, or healthcare services, this programme will help you develop the skills needed to lead healthcare transformation.

Learning Approach

- Each module combines:
  Expert-led lectures
- Short, high-impact sessions delivered by experienced professors and healthcare specialists.
  Practical Application
- Assignments that allow participants to immediately apply new insights within their own professional environment.
  Interactive learning
- Live online discussions, peer learning, knowledge exchange, and direct interaction with faculty members.
  Coaching & mentoring
- Personal guidance throughout the programme to support both professional development and the final innovation project.
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Programme highlights

14 MBA-Level modules

- Participants gain practical and strategic insights into the most important topics shaping modern healthcare:
- 1. Trends in Health Care
- 2. Digitalisation & Artificial Intelligence
- 3. Chance Management
- 4. Value-Based Health Care
- 5. The Customer Journey
- 6. Creativity and Innovation
- 7. Strategy and Disruption
- 8. Digital Marketing
- 9. Performance Measurement
- 10.Leadership
- 11.Change Management
- 12.Managing the Business
- 13.Ethics and ESG
- 14.Corporate Culture
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- **Final innovation project**
- A central component of the programme is the development of a practical innovation project within the participant's own organisation.
- Using the knowledge and tools acquired during the programme, participants design and develop an innovative solution for a real organisational challenge.
- The project is supported through individual coaching and mentoring and concludes with a formal presentation and defence before faculty members and fellow participants.
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Practical information

Start date

18 january 2027

Format

Fully online

Duration

January – November 2027

Investment

€ 1250,- (excluding VAT)



Module sessions:

14 online modules

- Sessions of approximately 3 hours
- •Typically scheduled from 18:00 – 21:00 CET
- Approximately every two weeks
- Summer Period (July – August): Dedicated to coaching, mentoring, and prearation final project.

06 Faculty

The programme is delivered by an international faculty of experienced healthcare leaders, academics, and innovation specialists, led by:



Prof. Drs. Sybren Tijmstra

Emeritus Professor and internationally recognised expert in strategy, leadership, and change management.Throughout his distinguished career, he has advised and guided organisations across more than twenty countries, helping leaders and teams navigate complex transformations and achieve sustainable results. Drawing on a wide range of proven leadership and organisational assessment methodologies, he combines academic excellence with extensive international consulting experience to support meaningful and lasting change. Dean of IBS-P and UE (University of Europe for Applied Sciences, Amsterdam).



Drs. Peter Felen

International pharmacy leader, educator and management consultant with more than 35 years of experience in pharmacy practice and leadership development. Worldwide. Peter combines deep academic knowledge with a practical understanding of the daily realities facing pharmacists and pharmacy teams. His expertise spans pharmacy management, professional development, organisational leadership, and healthcare innovation, enabling professionals and organisations to translate strategy into measurable improvements and lasting success. CEO of IBS-P.

About IBS-P

IBS-P (International Business School Pharmacy) is dedicated to supporting the professional and personal development of everyone working within the pharmacy sector.

We offer a comprehensive range of training programmes, coaching, and consultancy services tailored to the needs of pharmacists, pharmacy managers, pharmacy owners, support staff, and healthcare leaders. Our programmes range from individual coaching and leadership development to specialised professional courses and fully integrated MBA-level programmes designed specifically for pharmacy professionals.
Our mission is to strengthen leadership, improve collaboration, enhance business performance, and support sustainable innovation within pharmacy practice. By combining practical experience, academic knowledge, and real-world implementation, we help professionals and organisations achieve measurable results while preparing for the future of healthcare.

Whether you are seeking personal growth, leadership development, team improvement, organisational change, or advanced management education, IBS-P provides the knowledge, tools, and guidance needed to succeed in an increasingly complex healthcare environment.



From individual coaching to executive-level pharmacy MBA programmes, IBS-P supports professionals at every stage of their career.

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