

Certified Medical Planner Program ©

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Welcome Potential CMP©Professional

Thank you for reviewing this electronic brochure about our Virtual Campus© community

The Certified Medical Planner© (CMP) designation program from the Institute of Medical Business Advisors, Inc is a 500-hour, 12 month-long, graduate level program designed to support financial and managerial professionals working in the conjoined medical practice, healthcare management and/or financial planning space. Courses provide an opportunity to further develop a deep subject matter understanding of the health care industry, medical community, and / or modern financial planning delivery system, and related advisory, consulting and leadership skills.

MBA Mission

The Medical Business Advisors, Inc, is a closely held consortium that was founded with the simple but revolutionary mission:

"To provide America's doctors, with the unbiased information, communications, and human resources needed to grow their personal financial assets and enhance their medical practices, in an ethically responsible manner".

MBA and its various educational tools, textbooks and online educational programs accomplish this mission through its teaching, publishing, research, examination, ethics, technology and service initiatives.

MBA Vision

The vision of MBA is to:

- Prepare financial service professionals, physicians, and related consultants for management and advisory positions in health related organizations, legal and accounting firms, business consulting and financial planning firms, advisory, RIA and insurance agencies; all serving physicians, medical entrepreneurs and related healthcare institutions as core clients.
- Remain dedicated to an interactive educational experience among faculty, students, and mentors of the financial planning, business management, and medical alliance communities.
- Use modern methods of teaching and research, including adult distance learning to bring to each enrolled student the best quality education possible, in a low cost and efficient manner.
- Remain committed to working with each professional student to assist in proper placement and professional challenges where the benefits of the CMP[®] program can be utilized to its greatest advantage, both for the individual and for the organization receiving the graduate.

MBA Values

The Institute of Medical Business Advisors, and the each certification program will exercise the following values in completing its educational obligations to its adult learners (students):

- Deep subject matter knowledge of the health care industry and managed care environment.
- Pragmatic knowledge of the financial planning industry and related economic and business disciplines.
- Current knowledge of the business and healthcare IT industry.
- Detailed knowledge of the medical management industry.
- Competency in general management, finance and healthcare administration principles.
- Analytical and problem resolution methods and skills.
- Ownership of personal abilities and potential for growth.

MBA Goals and Objectives:

Educational Goals

The educational goals of the CMP[®] certification program, is to provide professional students with an integrated curriculum that prepares them for careers in financial planning, medical business administration and healthcare management, that is in compliance with the Institute of Medical Business Advisors[®] accreditation and curricular content areas.

Educational Objectives

Graduates of the CMP[®] program will be able to:

- Understand the structuring and positioning of health care organizations or medical businesses to achieve optimum financial performance.
- Know the financial planning, business administration and medical management needs of health care providers, entrepreneurs and related organizations, under traditional and alternative financing and business modeling mechanisms.
- Further develop leadership, interpersonal and communication skills in managing human resources, physician clients, business customers, entrepreneurs and health professionals in diverse organizational environments.
- Understand managing information resources and collecting, analyzing and using business, financial and health data information in individual client and institutional decision making environments.
- Gain knowledge in statistical, quantitative, mathematical, linear regression and economic analysis in medical, financial and business decision making settings.
- Gain knowledge in legal, accounting and ethical analysis applied to business, financial and medical management decision making.
- Describe organizational, business, federal and governmental health policy, business policy and financial formulation, implementation and related topics.
- Discuss the integration of strategic, marketing, sales, CRM, and advertising planning processes, and provide direction to health organizations, small and medium sized businesses and/ or financial advisory practices, clients and service professionals.

MBA Research Goals

The research goals of MBA, and its affiliate programs, is to produce and disseminate new knowledge to the field of financial planning, business management and healthcare administration; to ensure that faculty scholarly output is utilized in the traditional setting or e-classroom; to ensure that it is relevant to the integrate profession of financial planning, business administration and medical practice management; and to encourage students as financial planners, health services administrators or managers, and business consultants, and to utilize these integrated services and research in financial, business, healthcare and management practices.

Research Objectives

- To facilitate research among peers, students, faculty and in collaboration with other academic, financial, business and healthcare management organizations.
- To conduct research and present results of studies focused on managerial and organizational issues that will enhance healthcare management delivery, business administrations and financial planning derivatives to the general business and healthcare industrial complex.
- To continue to strengthen the level of external research support received by MBA, and the CMP[®] program faculty of instructors.
- To integrate recent faculty research into teaching activities, through required readings, presentations, white papers, thought leadership essays, textbooks, CD-ROMS or other case studies.

Service Goals

The CMP[®] Program strives to provide educational services to financial planning, legal, accounting, insurance, investment, healthcare systems and related professionals; as well as community organizations that serve the direct medical, business and financial services community.

Service Objectives

MBA and CMP[®] program faculty and instructors provide:

- Service to the CMP[®] programs, its students and the MBA Alliance[®]
- Service and leadership to healthcare-financial-business constituents, individually and collectively.
- Service and leadership through membership on boards and financial, healthcare and business consulting activities that utilize faculty members' areas of subject matter expertise.
- Service to healthcare, financial, management, business and pharmaceutical and related organizations through student internships and field projects.
- Presentations, books, publications and seminars for the benefit of students, alumni, faculty, healthcare and financial executives and the local business community.
- A solid foundation to students for a continuing service commitment to financial, business, professional and community healthcare organizations.

MBA Certification Options

The Institute of Medical Business Advisors offers the following 12 and one-month program options, respectively:

- **12 month - Certified Medical Planner[®] Designation Program (CMP[®])**
- **1 month - MBA Certificate of Completion Diploma[®] (non-credit)**

MBA Continuing Education

Qualified students are invited to take select MBA courses for certification credit, or audit (not for credit), by enrolling in the certificate program of choice.

Program Design

The Faculty and Chartered Fellows of MBA, Inc, maintain their commitment to adult students by providing a nontraditional format designed around the needs of working financial, business and management professionals.

Faculty and staff members pride themselves on offering individualized and customizable services, master calls, coaching, and extend virtual office hours that accommodate students' busy schedules. All are available by either secure email transmission, or through telephonic appointments for in depth discourse, virtually anywhere, 24/7. Our teaching model is asynchronous, fraternal and andagogical.

Course Scheduling

Both programs operate on a continual calendar, 24/7/365, as available. This provides students the flexibility to select courses that best fit their schedules. Students have 12 months to complete course work, in quarterly increments of three months each, for the CMP[®] designation.

MBA On-line Resources

This year, the CMP[®] courses added web-support through the use of the MBA e-mail Learning Library and Knowledge Center[®]. This web-based tool facilitates faculty-to-student communication outside of the virtual classroom. Additional resources along with class assignments, grades and announcements are made conveniently, and securely, accessible to students.

MBA Faculty

Faculty MBA course instructors are experienced educators, physicians, financial professionals, business consultants, accountants and executives who hold advanced degrees in related fields. Contributing faculty, were recruited for their expertise and ability to provide hands-on, practical or virtual e-applications of the program's curriculum. Courses are evaluated continually for effectiveness in meeting their objectives and their relevance to future needs of health services managers.

MBA Customized Curriculum[®]

A professional student admitted to the CMP[®] program is encouraged to virtually meet and personally discuss with his/her academic advisor, the courses required to develop an individualized curriculum of elective courses in the fourth (last) quarter. Curriculum plans are based on students' career objectives and interests, as well as past professional and academic degrees and experiences. MBA Faculty Advisors[®] work with each student to optimize their experiences in each program.

Typical Student Profile

If there is a singular description of students the CMP[®] Program, it is diverse. The design of the program is intended to complement diverse backgrounds.

The majority of students may be financial professionals (such as accountants, business or IT consultants, financial planners, CFAs[®], CFPs[®], lawyers, or insurance agents), and/or health care professionals (such as physicians, dentists, podiatrists, medical practice managers, healthcare administrators or executives), seeking to expand their knowledge of the financial planning, business consulting or healthcare administration system.

Most students, however, are employed in the financial service industry or medical management settings. They all passionately want to make a positive difference in the lives of their physician or entrepreneur, business clients, and want to advance or enhance their own careers within their respective organizations.

Age is no barrier to entry. Some students work in an independent financial advisory capacity already, while others wish to enter management or serve in a corporate supervisory role, while others may hold hospital, business office, or related advisory positions.

MBA Promoting Diversity

MBA strives to create an inclusive environment that promotes diversity in the virtual or traditional classroom. We welcome students from around the globe and from all cultural heritages, religious affiliations, as well as academic, professional and socio-economic backgrounds. We believe that a class rich in diversity enriches educational experiences.

Virtual and/or Real MBA Resources

Classes are held on-ground at the sponsor's facilities (MBA Institutional sponsorship only) or, on-line. The MBA-Virtual Campus[®] website provides excellent resources and archives for all students. Our e-library houses core and several recommended major textbooks for the program, and dozens of white papers. Reference assistance and access to MEDLARS are also available, but not required. Electronic, facsimile, and telephone phone consultations are also available at all times, subject to availability and scheduling. Some textbooks are mandatory, while others are recommended.

MBA Distance Learning On-Line Technology Requirements

MBA recommends that student professionals have a basic understanding of Internet technologies and their own components. Additionally, both programs requires that students have access to the Internet and to a computer sufficiently equipped, properly configured and in good working order to access secure course materials. If you are uncertain whether your computer skills are adequate for the program, contact us to find out how you can increase your skills. Dial-up or broadband Internet access is required.

MBA Financial Aid

Direct assistance is not provided.

Tuition and Fees

Tuition is \$5,999 for the entire on-line CMP[®] curriculum. Alternatively, it is \$499 per individual course, if taken under the more intensive one month MBA Certificate of Completion Diploma[®] format. Modest textbooks fees are extra, and there is a non-refundable application fee of \$250. Quarterly payments of \$1,500 are permitted. There is no application fee for the Certificate of Completion Diploma[®] format, and there are no refunds after matriculation has commenced. Rest assured, our fraternal asynchronous teaching methodology is both androgenic and heutigogic in nature, and collegial in presentation. And, our program is nationally based and available 24/7, for all medical and financial professionals, regardless of degree, specialty designation or certification. (Note: Tuition, books and fees may change without notice).

Applying for CMP[®] Program Admission

Admission to either the CMP[®] certificate program requires a posted bachelor's degree (in any related field) from a regionally accredited college or university located in the United States.

Individuals whose degree was earned at a college or university outside of the United States please see special application instructions below under the heading "International Students."

Rolling Admissions

Because of the Program's non-traditional design, individuals can apply for admission throughout the year, on a monthly/quarterly basis, as available. We encourage application as soon as possible.

Once admitted, new students are encouraged to meet with their virtual faculty advisor to establish their curriculum, based on past experience, degrees and other designations.

International MBA Students: TOEFL

Applicants whose native language is not English and who have not earned an undergraduate or graduate degree at a college, university or school where the medium of instruction is English are required to submit Test of English as a Foreign Language (TOEFL) scores. Contact TOEFL, at TOEFL/ETS, Educational Testing Services, P.O. Box 6151, Princeton, NJ 08451-6151. Telephone: 609-771-7761: Fax: 609-771-7765 or on-line at <http://toefl.org>.

Registering for MBA Classes

Once admitted to the program, students need to register for each quarter and pay quarterly tuition in full, prior to matriculation. Again, the student's academic adviser is available to assist in course selection. All courses listed are open to qualified students. An audit option is also available. Course may change subject to availability or other constraints.

CMP[®] Program Sanctioning Body

The proprietary CMP[®] designation, and on-line academic certification program, is domestically owned and copy-written by the Institute of Medical Business Advisors, Inc. The Institute's Code of Conduct is verified by HONcode[®] and Geneva University Hospital, the international medical website surveyor based in Switzerland.



We are also recognized by the practice management department of the: Financial Planning Association (FPA), for those individuals licensed or operating under its auspices.

Our proprietary textbooks are referenced by the Medical Group Management Association (MGMA), American College of Physician Executives (ACPE), American College of Medical Executives (ACME), Northern Illinois University College of Business, Health Capital Consultants, LLC, and the Wisconsin University School of Medicine, among others (See website). Thus, CMP[®] certification is the academic mark of distinction in the healthcare business and financial consulting space.

Anti-Discrimination Policy

*MBA does not discriminate on the basis of age, race, religion, marital status, creed or national origin. But, does reserve the right to confer, decline or revoke the CMP© designation and licensure, for any reason. Curriculum and sample skill set subject to continual change, individual modification and customization, depending upon prior experience, degrees, designations, and licensure.

Fraternally,

Gene Schmuckler

Eugene Schmuckler

Contact:

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Dean of Admissions

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