MINDING THEIR OWN BUSINESS

By Kyle Cheney
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Hoping to keep pace with a rapidly changing dynamic, health industry veterans are turning to MIT eggheads to burnish their business bona fides. Officials at the Massachusetts Institute of Technology say they’ve seen a sharp uptick in the number of health care industry veterans seeking advanced management degrees. Administrators of MIT’s program, now in its second year, say the reason for the spike was nearly unanimous: Applicants said the nation’s health care delivery system is broken and they hope to take matters into their own hands, in part by employing the best practices of the business world. “The health care guys seem to be saying, we need to turn to other industries. We need to look to business schools, which are doing research on how industries evolved, so we can be proactive about it,” said Jeremy Macdonald, head of marketing and recruitment for MIT’s Executive MBA Program. “People started to tell us that the health care industry is going through a major transition and you need to look outside the health care industry.” After fielding about 350 applications for the class of 2013, Macdonald said the Executive MBA Program saw a 33 percent spike in the number of health care industry applicants from a year earlier.