

Building Expertise in

BEAM

Administration & Management



Leading-Edge Online Business Training Developed by Public Health Professionals for Public Health Professionals

Building Expertise in Administration & Management (BEAM) is the only business program of its kind for public health professionals seeking the financial and managerial skills to build their careers and to advance their workplace and the public health profession nationwide.

UNIVERSITY
OF MIAMI



de Beaumont
BOLD SOLUTIONS FOR HEALTHIER COMMUNITIES.

Why BEAM?

In a survey of state and local governmental public health professionals, more than half identified budgeting and financial management as the profession's top training need. Yet these critical disciplines have been missing in most public health education programs.

To address this business skills gap, the University of Miami and the de Beaumont Foundation developed a one-of-a-kind certificate program, Building Expertise in Administration & Management (BEAM).

Built on practice experience and expertise: BEAM was designed by nationally recognized public health leaders and practitioners at the University of Miami's public health and business programs, the de Beaumont Foundation, and other organizations.

A cohesive public health business curriculum: BEAM eliminates the need to search through and compile hundreds, often unrelated, courses to meet business-focused training requirements. BEAM's six modules are packaged into one robust integrated business curriculum informed by the knowledge needs public health professionals have identified.

Leveraging user-friendly, self-paced learning: BEAM's online platform allows students to learn at their own pace and on their own schedules. Engaging, real-world content is enhanced by videos and other leading-edge learning techniques.

Affordably priced for both organizations and individuals: In contrast to MBA and many other business programs, BEAM is affordable. Volume discounts are available to governmental and non-profit public health organizations.



BEAM — A Partnership of Public Health and Business Education EXPERTS:

The **University of Miami Miller School of Medicine's Department of Public Health Sciences** offers eight degree programs and six joint degrees, including the nation's largest MD/MPH program for aspiring public health physicians.

The **Miami Herbert Business School at the University of Miami** has been a leader in health sector focused business education for 40 years. The school is home to the No. 1 Health Care Executive MBA program in the U.S., as well as one of the nation's top 20 Health Care Management programs.

The **de Beaumont Foundation** is a national leader in the public health field. The staff brings to the Foundation decades of hands-on experience in public health practice, education, training, and management.



The LEARNINGS:

Mastering Solutions to Real-World Financial Challenges

The BEAM Certificate Program was developed by nationally recognized public health leaders, the University of Miami, and the de Beaumont Foundation. The 15- to 20-hour interactive program is based on six areas public health professionals have identified as learning priorities:

- **Strategic Problem Definition:** Understanding the challenges underlying resource allocation
- **Budgeting:** Developing budgets by allocating staff and financial resources to best achieve program goals and outcomes
- **Procurement:** Learning about the procurement process, including federal, state and organizational rules for allocating funds to external entities
- **Contracts:** Understanding contract development and execution, including scopes of work and outcomes-based expectations
- **Contract Monitoring:** Learning how to analyze, report on, and document a contractor's performance
- **Financial Health:** Understand the importance of a program's financial health in relationship to the organization's financial health



The **BENEFITS** *for* **LEARNERS:**

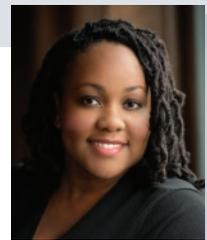
Critical Professional Knowledge, a Respected Credential, Enhanced Career Prospects

Real-life, applicable learnings: Program case studies and resources draw from salient governmental public health scenarios. Students are able to **immediately implement** what they learn in both governmental and non-profit public health workplace settings.

Critical thinking and problem-solving: BEAM encourages students to think and manage analytically and strategically – universal skills that help motivate, innovate and **drive administrative, managerial and organizational accomplishments.**

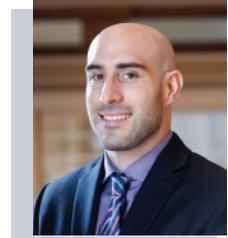
A prestigious credential: Successful program completion results in a University of Miami Certificate signed by the deans of the schools of medicine and business. This credential from a leading academic institution supports **professional development** of the public health workforce nationwide.

“BEAM is a game-changer. This course provides you with valuable and practical content and exercises that you will find essential to performing your job and serving your communities. You will learn the analytical, administrative, financial, and socio-political aspects of public health to help you better manage situational issues, projects, and resources. BEAM does not focus on theory or models; it is focused on how things are done in a real-world setting.”



Britni Lee
Section Chief, Governmental Public Health Agency

I learned the key components of public health financing in a conceptual framework and am now working with my supervisor to apply those skills as we work on continuous quality improvement, new grant proposals, and other initiatives. BEAM also contributes to my ‘public health tool kit’ of skills that I can tie to multiple experiences — previous, current and future.



Dan Weiss, MPH

Project coordinator for a statewide perinatal quality improvement collaborative involving over 100 hospitals

The BENEFITS *for* ORGANIZATIONS:

A Stronger Workforce, More Successful Programs, Improved Outcomes

A robust (re)accreditation portfolio: By filling a well-established knowledge gap,* BEAM helps organizations **meet workforce development strategy requirements** outlined by the Public Health Accreditation Board (PHAB).

A stronger case for funding: BEAM supports public health organizations in their roles as **responsible stewards of taxpayer funds**. A solid financial management track record positions these organizations for future state and federal funding.

Advancement of best practices: Equipped with the tools and takeaways from the program, BEAM graduates are able to promote best practices and **improved outcomes** within their individual organizations and over time, across the public health sector.

Recruitment and retention: By offering access to an engaging learning opportunity that leads to a respected credential, organizations can help satisfy **the professional goals of a new generation** of public health professionals.

**In the 2017 Public Health Workforce Interests and Needs Survey (PH WINS), 55% of state and local governmental public health professionals lacked skills in budget and financial management.*



BEAM is the response to studies showing a deficit in business competencies at a time when public health organizations strive to be high-performing, high-outcome organizations. This program is therefore a good investment for employers to make on behalf of their employees, and for individuals to make in their professional futures, by building critical knowledge through an accessible format, at a reasonable cost, with top-tier faculty that knows how to deliver.



Lillian Rivera, RN, MSN, PhD

Former Administrator and Health Officer

Florida Department of Health in Miami-Dade County, 2007-2019

Board Member, Communities of Excellence 2026

Board Member, West Kendall Baptist Hospital

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