



Strategic Healthcare Management

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Transforming
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Course content

Why Attend

Global healthcare leaders must have expertise in leadership management, healthcare finance, and human resource management in order to maintain excellence in service and patient care. The Strategic Healthcare Management course aims to ensure that healthcare leaders across the European have access to the world's leading practices in complex organizational management and healthcare leadership.

This course consists of healthcare industry specific skill development, and enhancement methodologies and topics, designed for senior and executive level hospital staff. Including primary care, recuperative care, community and other healthcare facility administrators, chiefs of staff, hospital board members, chief nursing officers, department directors and other healthcare professionals with supervisory, management or executive level responsibilities.

The course will also be of benefit to clinicians who are transitioning or seeking to transition into administrative management or executive roles. Medical and non-medical personnel and staff who aspire to become directors, executives and administrators will also find tremendous value in the knowledge and skills taught.

Course Methodology

This course will be highly interactive and include group discussions, case studies and syndicate work. It will include practical exercises that will allow all participants to use the knowledge they gained to practice leadership skills that internationally renowned healthcare providers implement across the various functions of their organizations.

Course Objectives

By the end of the course, participants will be able to:

Implement patient focused strategies, including strategic planning, across the organization

Leverage executive decision-making tools and formal methods to assess healthcare plans in light of regulations and ever-changing needs in the market

Lead and manage complex organizations' crisis management while optimizing quality and safety best practices

Foster creativity throughout a department or organization

Apply leadership capabilities to lead healthcare teams and projects to success

Target Audience

Hospital and healthcare administrators, VP and C-suite executives, chiefs of staff, hospital board members, chief nursing officers, department directors and other healthcare professionals with management responsibility.

This course would also benefit clinicians, medical personnel and staff who are transitioning upward into administrative, management, director or executive leadership roles.

Target Competencies

Financial Management

HR Management

Employee and patient engagement

Service excellence

Patient experience design



Course content

Strategic Management

Strategic management in healthcare
Developing a mission and vision statement and strategic management steps
Developing a marketing strategy
Positioning the hospital for quality

Hospital Organizational Structure

Understanding US and other global organizational structures
Managing and leading in complex organizations
Teamwork in healthcare settings

Financial Management and Forecasting in Healthcare

The organizational structure and responsibilities of hospital cost centers
Department and individual cost centers
Cost center management
Evaluation methods
The convergence of cost accounting
Financial accounting
Insurance

Hospital Human Resource Management

Hospital strategic human resource management
Developing core values and human resource management
Understanding human resource management systems
Developing human resource incentives and control mechanisms

Hospital Information Technology (HIT)

The implementation of hospital information management
HIT systems
HIT in process management
HIT in quality and safety
Security and privacy issues in HIT

Medical Service Quality Management and Improvement

Quality of medical services management
Performance tracking and incentives
Healthcare quality management methods and common tools
Emergency preparedness and crisis management

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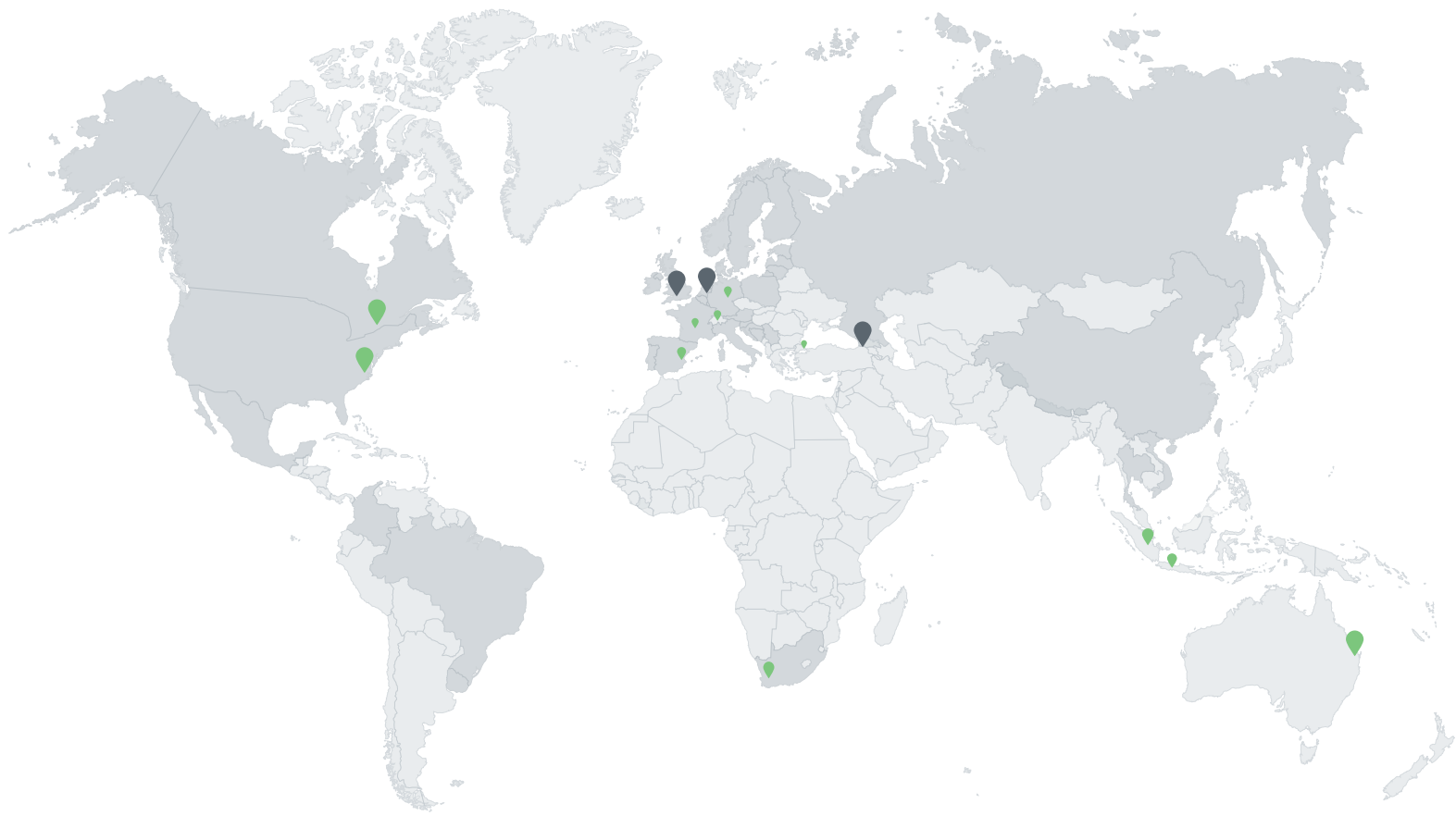
About **informatech** GLOBAL
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informatech is a global leadership consultancy that aligns people, purpose & strategy - driving socially responsible transformation in global organisations. Our international network includes 215 partners, consultants, and coaches in 24 countries throughout Europe, North America, Latin America, Asia, and Africa. We transform leaders, align teams and create resolve and passion to win. Typical interventions are to accelerate performance, execute strategy and embed capability and change.



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