Introduction

Healthcare leaders today face the dual challenge of reducing operating costs while improving healthcare quality, all in an environment marked by unforeseen turbulent times. To navigate these challenges effectively, leaders need to cultivate **agility** and **resilience**—two key skills that represent an organization's ability to adapt to changes and adversity.

This **Healthcare Management and Operations** certificate program equips professionals with the knowledge and skills necessary to manage healthcare institutions efficiently, master operational procedures, and handle the dynamic and complex demands of the healthcare sector.

What is Healthcare Operations Management?

Healthcare operations management is essential to the smooth functioning of medical facilities, ensuring both operational efficiency and quality patient care. This course will explore the definition of healthcare operations, offer solutions for improving operational procedures, and teach strategies for enhancing healthcare systems.

Participants will gain an in-depth perspective on healthcare operations management, making this program ideal for professionals looking to excel in this field.

Targeted Groups

This course is intended for:

- **Healthcare Senior Managers.**
- **Department Heads.**
- **Heads of Clinical Sections.**
- **Other Healthcare Professionals.**

Course Objectives

Upon completion of this healthcare operations management course, participants will be able to:

- Enhance their ability to manage and administer hospitals or medical departments, preparing healthcare leaders to execute programs and oversee improvement projects.
- Apply **seven thinking hats** to develop advanced skills in leadership, organizational effectiveness, efficiency, and creative problem-solving.
- Gain a better understanding of **quality principles** and **management functions** in healthcare.
- Provide training in **strategic planning** development and implementation.
- Maximize **productive collaboration** and minimize counterproductive behavior.

Targeted Competencies

By the end of this course, participants will possess the following competencies:

- **Proactive risk management** to avoid potential risks in healthcare operations.
- **Organizational management skills** to oversee medical departments effectively.
- Awareness of **strategy tools** and **risk management** methods.
- Ability to **evaluate healthcare challenges** and apply appropriate solutions.
- Understanding of **quality principles** and **management functions** in healthcare organizations.

Course Content

Unit 1: Healthcare Leadership Principles

- **Leadership and Management Functions** in healthcare.
- **Power Sources** of healthcare leaders.
- Roles and responsibilities of **Healthcare Leaders/Managers**.
- Crafting and aligning **Organizational Mission, Vision, and Values**.
- Essential **Healthcare Leadership Skills**.
- Exploring **Healthcare Leadership Styles**.

Unit 2: Building Agility and Resilience

- Defining **Healthcare Effectiveness and Efficiency**.
- Identifying the **three characteristics** of resilient individuals.
- Foundational skills for **Agility and Resilience** in healthcare.
- The **Impact of Agility and Resilience** on healthcare outcomes.
- Introduction to **Johari Windows** and **Holland Theory**.
- Effective **Problem-solving** and **Decision-making** techniques.

Unit 3: Creative Healthcare Leadership

- **Thinking Skills**: PMI, CAF, SCAMPER, and **Critical Thinking**.
- **The Thinking Hats** for healthcare leaders.
- Characteristics of **Strategic Thinkers** in healthcare.
- Understanding **Healthcare Team Dynamics**.
- The **Tuckman Model**: Stages of Team Development.
- Applying **Belbin’s Team Roles** in healthcare settings.

Unit 4: Healthcare Strategic Management

- Overview of **Strategic-Management Models**.
- Key concepts of **Strategic Competitiveness**: Suitability, Feasibility, and Acceptability.
- The **Strategic Planning Model**: ABCDE.
- Tools for implementing **strategy** into action.
- Conducting **SWOT Analysis** and setting **SMARTER Goals**.

- **Strategy Implementation** and its challenges.

Unit 5: Change Management in Healthcare Organizations

- Overview of **Change Models**: Lewin, Kotter, McKinsey 7S, and ADKAR.
- Understanding **Negotiation and Dispute Resolution** techniques.
- Application of **BATNA**, **WAP**, and **ZOPA** in healthcare settings.
- Exploring **Risk Avoidance** and **Risk Acceptance** strategies.
- **Contingent Valuation Method (CVM)** and its use in risk management.

Conclusion

This comprehensive course prepares healthcare leaders to face the challenges of modern healthcare management with **agility** and **resilience**. By the end of the program, participants will have a solid foundation in healthcare leadership, strategic management, and operations improvement, enabling them to lead their teams and organizations toward success in a dynamic healthcare environment.