# Introduction

In the evolving landscape of healthcare, leaders must have an in-depth understanding of leadership management, healthcare finance, and human resource management to ensure continuous excellence in service and patient care. The **Strategic Healthcare Management** course is designed to provide senior and executive-level hospital staff, including administrators, department directors, chief nursing officers, and healthcare professionals, with the critical skills and knowledge required to manage and lead in the healthcare sector effectively.

This course provides specialized training in the latest healthcare management practices, tailored to meet the needs of healthcare professionals across the Middle East. It aims to prepare healthcare leaders for the challenges of managing complex healthcare organizations, aligning with the standards for certification in healthcare management.

# Certification in Healthcare Management

The **Strategic Healthcare Management** course integrates healthcare management principles with the competencies required for various certifications, such as the Master’s Healthcare Management Certification. Participants will gain insights into strategic management techniques that align with certification standards, preparing them for leadership roles within healthcare organizations.

# Targeted Groups

This course is suitable for:

- **Hospital and Healthcare Administrators**
- **VP and C-suite Executives**
- **Chiefs of Staff**
- **Hospital Board Members**
- **Chief Nursing Officers**
- **Department Directors and Other Healthcare Professionals** responsible for management
- **Clinicians, Medical Personnel, and Staff Transitioning into Administrative, Management, or Executive Leadership Roles**

# Course Objectives

By the end of this **Strategic Healthcare Management** course, participants will be able to:

- Implement patient-centered strategies across the organization, including strategic healthcare planning.
- Utilize executive decision-making tools and methods to assess healthcare plans in light of regulations and changing market needs.
- Lead and manage crisis situations within complex healthcare organizations while ensuring quality and safety.

- Foster creativity and innovation across departments and teams.
- Apply leadership skills to guide healthcare teams and projects to success.

## Targeted Competencies

Upon completion of this course, participants will develop competencies in:

- **Financial Management**: Effective strategies for managing healthcare finances.
- **Human Resource Management**: Best practices for managing personnel and fostering a positive work environment.
- **Employee and Patient Engagement**: Techniques to improve staff performance and patient satisfaction.
- **Service Excellence**: Strategies for delivering high-quality healthcare services.
- **Patient Experience Design**: Creating systems and processes that improve patient experiences.

## Course Content

### Unit 1: Strategic Management in Healthcare

- Understanding strategic healthcare management systems.
- Developing mission and vision statements for healthcare organizations.
- Strategic management steps for planning and implementation.
- Marketing strategy for positioning hospitals for quality and growth.

### Unit 2: Hospital Organizational Structure

- Understanding global organizational structures in healthcare.
- Leading and managing within complex healthcare organizations.
- Promoting teamwork and collaboration in healthcare settings.

### Unit 3: Financial Management and Forecasting in Healthcare

- Understanding hospital cost centers and financial responsibilities.
- Management of department and individual cost centers.
- Evaluation methods for assessing financial performance.
- The convergence of cost accounting, financial accounting, and insurance in healthcare.

### Unit 4: Hospital Human Resource Management

- Strategic HR management in hospitals.
- Developing core values and building HR management systems.
- Designing human resource incentives and control mechanisms.

### Unit 5: Hospital Information Technology (HIT)

- Implementing hospital information management systems (HIT).
- The role of HIT in process management, quality, and safety.
- Addressing security and privacy issues in HIT systems.

### Unit 6: Medical Service Quality Management and Improvement

- Managing and improving the quality of medical services.
- Performance tracking and setting incentives for improvement.
- Common tools and methods used in healthcare quality management.
- Emergency preparedness and crisis management in healthcare settings.

## Conclusion

The **Strategic Healthcare Management** course equips participants with the leadership, financial, and operational management skills necessary to thrive in healthcare organizations. It provides both the theoretical knowledge and practical insights needed for effective decision-making, leadership, and crisis management. By completing this course, healthcare professionals will be prepared for higher leadership roles, ensuring service excellence, financial health, and the continuous improvement of patient care within their organizations.