MERCURY

Strategic Healthcare Management Training Course

19 – 23 April 2027
Nairobi (Kenya)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
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Ref: 8137_1059783 **Date:** 19 – 23 April 2027 **Location:** Nairobi (Kenya) **Fees:** 5300 Euro

Introduction:

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

This strategic healthcare management 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 strategic healthcare management course will also benefit clinicians 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.

Certification in Healthcare Management:

The Strategic Healthcare Management course leverages the importance of strategic management in healthcare. It integrates concepts relevant to various certifications, such as master's healthcare management certification.

Participants in this healthcare management certificate course will gain insights that align with healthcare management certification standards, preparing them for enhanced roles within the healthcare system.

Targeted Groups:

- Hospital and Healthcare Administrators.
- VP and C-suite executives.
- Chiefs of staff.
- Hospital Board Members.
- Chief Nursing Officers.
- Department Directors and Other Healthcare Professionals are responsible for management.
- Clinicians, Medical Personnel, and Staff Transitioning upward are into administrative, management, director, or executive leadership roles.

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Course Objectives:

At the end of this strategic healthcare management course, the participants will be able to:

- Implement patient-focused strategies across the organization, including strategic planning in healthcare management.
- Leverage executive decision-making tools and formal methods to assess healthcare plans in light of regulations and the market's ever-changing needs.
- 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.

Targeted Competencies:

By the end of this strategic healthcare management course, the target competencies will be able to:

- Financial Management.
- HR Management.
- Employee and patient engagement.
- Service Excellence.
- Patient experience design.

Course Content:

Unit 1: Strategic Management in Healthcare:

- Understand strategic healthcare management systems.
- Develop a mission and vision statement and strategic management steps.
- Develop a marketing strategy.
- Position the hospital for quality.

Unit 2: Hospital Organizational Structure:

- Understand the US and other global organizational structures.
- Manage and lead in complex organizations.
- Teamwork in healthcare settings.

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Unit 3: Financial Management and Forecasting in Healthcare:

- Understand the organizational structure and responsibilities of hospital cost centers.
- Learn about the department and individual cost centers.
- Cost center management.
- Evaluation methods.
- Know the convergence of cost accounting, financial accounting, and insurance.

Unit 4: Hospital Human Resource Management:

- Hospital strategic human resource management.
- Develop core values and human resource management.
- Understand human resource management systems.
- Develop human resource incentives and control mechanisms.

Unit 5: Hospital Information Technology HIT:

- Learn the implementation of hospital information management.
- HIT systems.
- HIT in process management.
- HIT in quality and safety.
- Understand security and privacy issues in HIT.

Unit 6: Medical Service Quality Management and Improvement:

- Quality of medical services management.
- Performance tracking and incentives.
- Learn about healthcare quality management methods and common tools.
- Understand emergency preparedness and crisis management.