MERCURY

Healthcare Management & Operations Certificate

5 – 9 September 2027
Istanbul (Turkey)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

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Ref: 15090_1084536 **Date:** 5 – 9 September 2027 **Location:** Istanbul (Turkey) **Fees:** 4900 Euro

Introduction:

The current healthcare leaders must scan the environment, find ways to reduce operating costs while improving healthcare quality, and effectively deal with unforeseen turbulent times.

Agility and resilience are two skills that can help us think more effectively about dealing with changes and challenges. Both attributes represent "adaptive capacity," which relates to how much energy and strength we need to address challenging, changing, and adverse situations.

This comprehensive certificate program in healthcare management and operations is for professionals seeking to enhance their skills and understanding in managing healthcare institutions and mastering operational procedures within the health sector.

What is Healthcare Operations Management:

Healthcare operations management is critical in ensuring that medical facilities run efficiently and deliver quality patient care.

In this healthcare operations management course, participants will explore solutions, understand the definition of healthcare operations, and learn how to apply healthcare operations improvement strategies.

The curriculum includes a focused healthcare operations management certificate viewpoint, making it ideal for those aiming to excel in this field.

Targeted Groups:

- Healthcare Senior Managers.
- Department Heads.
- Clinical Sections' Heads.
- Other Healthcare professionals.

Course Objectives:

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

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- Enhance their skills to manage and administer their hospitals/medical departments and prepare healthcare leaders to execute related programs and oversee improvement projects.
- Use seven thinking hats to acquire advanced skills for organizational success, leadership, effectiveness and efficiency techniques, and creative problem-solving.
- Gain a better understanding of quality principles and management functions.
- Provide training in the development and implementation of strategic planning.
- Maximize productive collaboration and minimize counterproductive behavior.

Targeted Competencies:

Upon the end of this healthcare operations management training, target competencies will:

- Lead and develop proactive mechanisms to avoid the potential risk.
- Manage your medical department in organizational matters.
- Be aware of all related strategy tools in addition to risk management.
- Have the ability to evaluate the healthcare status and challenges.
- Understand quality principles and healthcare management functions.

Course Content:

Unit 1: Healthcare Leadership Principles:

- Leadership and Management Functions.
- Power Sources of the Healthcare Leaders.
- Roles of the Healthcare Leader/Manager.
- Organizational Mission, Vision, and Values.
- The Healthcare Leadership Skills.
- Healthcare Leadership Styles.

Unit 2: Building Agility and Resilience:

- Healthcare Effectiveness and Efficiency.
- Resilient people have three characteristics.
- Agility and Resilience Foundational Skills.
- The Agility and Resilience Impact on Healthcare.
- Johari Windows and Holland Theory.
- Problem-solving and Decision-making.

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Unit 3: Creative Healthcare Leadership:

- Thinking skills: PMI - CAF - SCAMPER - Critical Thinking.
- The Thinking Hats for Healthcare Leaders.
- Characters of Strategic Thinkers.
- Understanding Healthcare Team Dynamics.
- Tuckman Model: The Stages of Team Development.
- The Belbin's Team Roles.

Unit 4: Healthcare Strategic Management:

- A Strategic-Management Model.
- Strategic Competitiveness: Suitability, Feasibility and Acceptability.
- Strategic Planning Model: ABCDE.
- Tools for Putting Strategy into Action.
- SWOT Analysis and SMARTER Goals.
- Strategy Implementation.

Unit 5: Change Management in Healthcare Organization:

- Change Models: Lewin, Kotter, McKinsey 7S and ADKAR.
- Learn about negotiation and dispute resolution.
- BATNA, WAP, and ZOPA.
- Risk Avoidance and Risk Acceptance.
- Contingent Valuation Method CVM.