



*Training Course:  
The Oxford Business Excellence for Healthcare  
Professionals Certificate Program*

*26 August - 6 September 2024  
Casablanca (Morocco)  
New Hotel*

## Training Course: The Oxford Business Excellence for Healthcare Professionals Certificate Program

Training Course code: SI234654 From: 26 August - 6 September 2024 Venue: Casablanca (Morocco) - New Hotel Training  
Course Fees: 7480 € Euro

### Introduction

This 10-day training course combines the principles of Business Excellence and the delivery of patient-centered healthcare provision on a journey towards Excellence. The Business Excellence Model encompasses all aspects of organizational activities and encourages improvement through fact-based evidence. It encourages a culture of learning and innovating, whilst also ensuring effective processes that deliver quality care.

The program starts with a review of global healthcare systems, demonstrating their advantages and disadvantages. This is followed by a day on Quality systems and frameworks, focusing on the European Foundation for Quality Management's Excellence Model and its RADAR principles. Each subsequent day of the program addresses the elements of the model and how to apply them in the provision of healthcare.

This Training Course will highlight:

- Different healthcare systems' advantages and disadvantages
- The principles of Business Excellence and the RADAR logic
- Case Studies showing the application of business excellence assessment in healthcare organizations
- Culture of innovation and learning required to deliver excellent outcomes
- Application of a holistic framework to deliver excellent healthcare

### Course Objectives of the Oxford Business Excellence for Healthcare Professionals Certificate Program

At the end of this training course, you will learn to:

- Explore different healthcare systems
- Gain an understanding of EFQM Excellence Model principles
- Understand patient-center care and the need for effective partnerships
- Learn to use the model for self-assessment on the road to excellence
- Understand the impact of culture on innovation

### Training Methodology of the Oxford Business Excellence for Healthcare Professionals Certificate Program

This training course utilizes a range of proven adult learning techniques to ensure maximum understanding, comprehension, and retention of the information presented. This includes discussions, case studies, presentations and exercises. Above all the course leader will make extensive use of real-life case examples of organizations with which they have been personally involved.

Each session provides opportunities to develop skills using case experience and apply them to your organization generating improvements in efficiency and effectiveness.

## Organizational Impact of the Oxford Business Excellence for Healthcare Professionals Certificate Program

What will your organization gain from employees attending this training course?

- Enhanced quality of care
- Ability to use the Business Excellence framework for improvement
- Understand the links between processes, activities, and outcomes
- Overcome barriers to "silo" working
- Develop improved people skills for better outcomes
- Review and improve measurement systems to enable faster response times

## Personal Impact of the Oxford Business Excellence for Healthcare Professionals Certificate Program

Participants will be able to further develop their personal management skills by being:

- A greater understanding of different models of healthcare
- Deliver improved patient-centered care
- More confidence in selecting and applying appropriate measurements
- Recognize the value of self-assessment as part of the improvement process
- Develop their people skills: teamwork, communication, persuasion
- Recognize that improvement is a journey towards excellence

## Target Audience of the Oxford Business Excellence for Healthcare Professionals Certificate Program

This training course is suitable for a wide range of healthcare professionals and managers who will greatly benefit:

- Managers and clinicians jointly responsible for leading healthcare organizations

- Managers and clinicians responsible for quality care provision
- Line and functional managers, team leaders, and supervisors
- Quality management professionals
- HR professionals

## Course Outlines of the Oxford Business Excellence for Healthcare Professionals Certificate Program

### Day 1

#### Global Healthcare Models

- Providing 21<sup>st</sup> Century healthcare
- The Beveridge Model
- The Bismarck Model
- The National Health Insurance Model
- The Out-of-Pocket Model
- Your country's healthcare system?

### Day 2

#### Introducing the Business Excellence Model

- Origins of Business Excellence
- Baldrige Model
- Deming and the gurus
- EFQM Business Excellence Model
- Other Quality Standards & Frameworks

### Day 3

#### Results Orientation

- Introduction of RADAR logic
- Determine Results required
- Link Processes to Results
- Are results uniformly delivered?
- Internal & external benchmarks
- Learn from Results

### Day 4

#### Patient-Centered Care Customer Focus

- Define excellent care
- New ways of delivering care
- Socio-economic factors
- Telehealth
- Technology advances
- Healthcare costs

### Day 5

## Leadership and Constancy of Purpose

- External environment
- Organizational capacity
- Management of Risks
- Crisis management Pandemic
- Using SWOT analysis and results
- The planning process

## Day 6

### Management by Process and Facts

- Designing and managing processes
- Process Outcomes: Efficiency and Effectiveness
- Single and Double Loop thinking
- Innovation vs protocols
- Teamwork
- Seeking and using patient feedback

## Day 7

### People Development & Involvement

- Developing all staff
- How essential are top-class clinical skills?
- We are all in it together
- Key people skills: communicating, delegating, persuading
- Overcoming silo mentality
- Management, Clinicians, and HR

## Day 8

### Partnerships: Primary, Secondary, Tertiary Health, and Social Care

- Roles & responsibilities
- Information exchange
- Why HEALTH and social care?
- Other partnerships: the not for profit sector
- Supporting families and communities
- Measuring effectiveness

## Day 9

### Public Responsibility

- The Four principles of health care ethics
- Different perspectives: manager, clinician, patient
- Managing growing costs of research and provision
- Managing supply chains
- Managing societal expectations

## Day 10

### Towards Excellence

- Recognizing the Excellence journey
- Identifying key challenges
- Managing key stakeholders
- Review of the Excellence principles
- Review of key leadership qualities
- Personal Action Planning

## Registration form on the Training Course: The Oxford Business Excellence for Healthcare Professionals Certificate Program

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Company Information

Company Name: .....  
 Address: .....  
 City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
- Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
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place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
booking form with cheque  
to: Global Horizon  
3 Oudai street, Aldouki,  
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