



*Training Course:  
Strategic Healthcare Management and  
Leadership (HA)*

*24 - 28 June 2024  
Casablanca (Morocco)  
New Hotel*

## Training Course: Strategic Healthcare Management and Leadership (HA)

Training Course code: MA234597 From: 24 - 28 June 2024 Venue: Casablanca (Morocco) - New Hotel Training Course  
Fees: 4250 € Euro

### Introduction

Global health care leaders should have a background in leadership management, health care finance, and human resource management to keep up excellence in service and patient care. The Strategic attention Management course aims to confirm that health care leaders across the Middle East have access to the world's leading practices in advanced structure management and health care leadership.

This course consists of health care trade-specific talent development, and improvement methodologies and topics, designed for senior and executive-level hospital workers. as well as primary care, recuperative care, community and different health facility directors, chiefs of workers, hospital board members, chief nursing officers, department administrators, and different health care professionals with supervisory, management or executive level responsibilities.

The course will be of profit to clinicians World Health Organization ar transitioning or seeking to transition into administrative management or executive roles. Medical and non-medical personnel and workers World Health Organization draw a bead on to become administrators, executives and directors will realize tremendous worth within the information and skills tutored.

\* Important note: Course registration in Istanbul for 3 people or more, we offer 1-day site-visit to one public or private prestigious hospital

### Course Objectives

By the end of the course, participants will be ready to:

- Implement patient targeted ways, as well as strategic planning, across the organization
- Leverage executive decision-making tools and formal strategies to assess health care plans in light of rules and dynamic needs within the market
- Lead and manage complicated organizations' crisis management whereas optimizing quality and safety best practices
- Foster ability throughout a department or organization
- Apply leadership capabilities to steer health care groups and projects to success

### Target Audience

Hospital and health care directors, VP and C-suite executives, chiefs of employees, hospital board members, chief nursing officers, department administrators and alternative different professionals with management responsibility. This course would conjointly benefit clinicians, medical personnel and employees who are transitioning upward into administrative, management, director or executive leadership roles.

### Target Competencies:

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

## Course Outline :

### Day 1 Strategic Management

- Strategic management in healthcare
- Developing a mission and vision statement and strategic management steps
- Developing a marketing strategy
- Positioning the hospital for quality
- Hospital Organizational Structure
  - Understanding the US and other global organizational structures
  - Managing and leading in complex organizations
  - Teamwork in healthcare settings

### Day 2 Financial Management and Forecasting in Healthcare

- The organizational structure and responsibilities of hospital cost centers
- Department and individual cost centers
- Cost center management
- Evaluation methods
- The convergence of cost accounting
- Financial accounting
- Insurance

### Day 3 Hospital Human Resource Management

- Hospital strategic human resource management
- Developing core values and human resource management
- Understanding human resource management systems
- Developing human resource incentives and control mechanisms
- Hospital Information Technology HIT
  - The implementation of hospital information management
  - HIT systems
  - HIT in process management
  - HIT in quality and safety
  - Security and privacy issues in HIT

### Day 4 Medical Service Quality Management and Improvement

- Quality of medical services management
- Performance tracking and incentives
- Healthcare quality management methods and common tools
- Emergency preparedness and crisis management

### Day 5 If site-visit to the hospital is applicable, we will visit one public or private hospital to cover the following:

- Observing day-to-day responsibilities such as managing human resources, allocating budgets and other

financial resources, submitting reports, and maintaining and managing IT systems and databases, coordinating with doctors, physicians, nurses, surgeons, health information technicians, pharmacists, and other professionals to ensure patient quality care, treatment, and rehabilitation.

- Understanding the roles with regard to making a policy decision, overseeing patient care, budgeting and accounting, marketing, and driving policy impacting and technology innovations in the hospital.
- Q&A session with the hospital founder/manager

## Registration form on the Training Course: Strategic Healthcare Management and Leadership (HA)

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Course Fees: 4250 € Euro

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  
provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

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

Complete & return the  
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to: Global Horizon  
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