



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

*14 - 18 September 2026
Trabzon (Turkey)*

Training Course: Strategic Healthcare Management and Leadership (HA)

Training Course code: MA234597 From: 14 - 18 September 2026 Venue: Trabzon (Turkey) - Training Course Fees: 5775
€ Euro

Introduction

Healthcare organizations today operate in an increasingly complex and dynamic environment, requiring strong leadership, strategic vision, and efficient management practices. This program, developed by [Global Horizon Training Center](#), is designed to equip healthcare professionals with the knowledge and skills needed to lead organizations effectively while ensuring high-quality patient care and operational excellence.

The course focuses on integrating strategic management principles with healthcare leadership practices, enabling participants to address challenges such as resource optimization, regulatory compliance, patient-centered care, and continuous improvement. It provides a comprehensive framework for enhancing decision-making, driving innovation, and improving overall healthcare performance.

Course Objectives

By the end of this program, participants will be able to:

- Understand the principles of strategic management in healthcare organizations
- Develop leadership skills tailored to healthcare environments
- Analyze healthcare systems and improve operational efficiency
- Apply strategic planning tools to enhance organizational performance
- Improve decision-making in complex healthcare settings
- Enhance patient-centered care and service quality
- Manage resources effectively within healthcare institutions
- Navigate regulatory and compliance requirements
- Lead change and innovation in healthcare organizations

Target Audience

This program is designed for:

- Healthcare Executives and Hospital Directors
- Department Heads and Clinical Managers
- Healthcare Administrators and Supervisors
- Medical and Non-Medical Leaders in Healthcare Organizations
- Quality and Patient Safety Professionals
- Policy Makers and Government Healthcare Officials
- Professionals transitioning into healthcare leadership roles

Outline

Day 1: Foundations of Healthcare Management and Leadership

- Overview of Healthcare Systems and Organizational Structures
- Principles of Healthcare Management
- Leadership Styles in Healthcare Settings
- Roles and Responsibilities of Healthcare Leaders
- Ethical Considerations in Healthcare Management
- Introduction to Patient-Centered Care

Day 2: Strategic Planning in Healthcare

- Strategic Management Concepts in Healthcare
- Environmental Analysis SWOT, PESTLE
- Developing Vision, Mission, and Strategic Objectives
- Strategic Planning Process in Healthcare Organizations
- Aligning Strategy with Healthcare Policies and Regulations
- Case Study: Strategic Planning in Hospitals

Day 3: Operational Excellence and Resource Management

- Healthcare Operations Management
- Resource Allocation and Capacity Planning
- Financial Management in Healthcare
- Cost Control and Budgeting
- Quality Management and Continuous Improvement
- Performance Measurement in Healthcare

Day 4: Leadership, Change Management, and Innovation

- Leading Change in Healthcare Organizations
- Managing Resistance and Building Engagement
- Innovation in Healthcare Services and Delivery
- Digital Transformation in Healthcare
- Team Leadership and Workforce Development
- Communication and Decision-Making Skills

Day 5: Governance, Risk, and Future Trends

- Healthcare Governance and Compliance
- Risk Management and Patient Safety
- Regulatory Frameworks in Healthcare
- Crisis Management in Healthcare Settings
- Future Trends in Healthcare Leadership and Management
- Final Case Study and Strategic Discussion

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

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