HealthCare Management & Administration (HMA)

8 – 12 August 2027
Dubai (UAE)



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Introduction

The role of Healthcare leaders is to create and sustain an organizational environment that optimizes the effectiveness and safety of patient care. This environment should be centered on patient care, focusing on ensuring the highest quality of care and service. A leader's role is not limited to providing the best physical environment but should extend to fostering an organizational culture that supports healthcare team members, especially in the often-stressful environment of direct patient care. The COVID-19 pandemic has underscored the need for resilience and agility across individuals, societies, and healthcare organizations worldwide. Health administration and management are the keys to navigating these challenges.

Important Note:

Blackbird Training Centre offers a site visit to a public/private hospital in Istanbul for group registration. You can check our YouTube channel to see videos of our hospital visits.

Course Objectives

By the end of this course, participants will:

- Enhance their skills to manage and administer their hospitals or medical departments effectively.
- Prepare healthcare leaders to execute related programs and oversee improvement projects.
- Gain advanced skills for organizational success, leadership, effectiveness, and efficiency techniques.
- Improve their ability to manage behavioral healthcare as a manager.
- Receive training on developing and implementing strategic planning.
- Maximize productive collaboration and minimize less productive behaviors.
- Understand roles and responsibilities related to medication reminders, medication assistance, and medication administration.
- Discuss the current healthcare delivery system as it relates to economics, access, and population health.
- Explore risk management in healthcare and the role of healthcare administrators.



Course Outlines

Day 1: Healthcare Leadership Principles

- What is healthcare management?
- Leadership & Management Functions in healthcare.
- Power sources of healthcare leaders.
- Roles of healthcare leaders/managers.
- Organizational Mission, Vision, and Values in healthcare.
- Healthcare leadership skills.
- Leadership styles for healthcare managers.

Day 2: Building Resilience and Agility

- The effectiveness & efficiency of healthcare management.
- Resilient people: Three key characteristics.
- Foundational skills for agility and resilience.
- The impact of agility and resilience on healthcare.
- Problem-solving & decision-making in healthcare management.

Day 3: Creative Healthcare Leadership

- Critical thinking and thinking skills.
- Using Thinking Hats for healthcare leaders.
- Characteristics of strategic thinkers in healthcare.
- Understanding healthcare team dynamics.
- Tuckman Model: The stages of team development.
- Behavioral healthcare manager training.
- Health and social care management training.

Day 4: Healthcare Strategic Management

- Strategic management models in healthcare.
- Strategic competition: Suitability, feasibility, and acceptance.
- Strategic planning model: ABCDE.
- Tools for putting strategy into action.
- SWOT analysis & SMARTER goals.
- Strategy implementation in healthcare.
- Risk management in healthcare administration.



Day 5: Change Management in Healthcare Organizations

- Change models: Lewin, Kotter, and McKinsey 7S.
- Negotiation and dispute resolution.
- BATNA, WAP, & ZOPA.
- Risk avoidance and acceptance.
- Contingent valuation method.
- Program review and post-assessment.

Hospital Site-Visit If Applicable: During the site visit, participants will observe the following at a public and private hospital:

- Daily responsibilities of healthcare administrators.
- Managing human resources.
- Allocating budgets and other financial resources.
- Submitting reports.
- Maintaining and managing IT systems and databases.
- Coordinating with doctors, nurses, surgeons, health technicians, pharmacists, and other professionals.
- Ensuring patient quality care, treatment, and rehabilitation.

Why Attend This Course: Wins & Losses!

- Enhance Your Healthcare Management Skills: This course provides hands-on strategies and knowledge to manage healthcare departments or hospitals effectively.
- Prepare to Be a Successful Healthcare Leader: Equip yourself with the necessary skills to lead healthcare organizations through improvement initiatives and strategic planning.
- Comprehensive Healthcare Management Training: Learn effective leadership, risk management, and strategic planning tailored to the dynamic healthcare industry.
- Real-World Experience: The course includes a hospital visit for practical insights into day-to-day healthcare management.
- Boost Organizational Success: Learn how to implement effective strategies to enhance the efficiency and quality of healthcare service delivery.

Conclusion

This course offers a valuable opportunity for professionals in healthcare management to develop leadership and strategic skills necessary for success in today's fast-evolving healthcare environment. By focusing on risk management, change management, and strategic execution, participants will leave equipped with practical tools to drive efficiency, quality, and patient safety within their organizations.

