

## Strategic Healthcare Management & Administration (HA)

*Madrid (Spain)*

*14 - 18 April 2025*

UK Training

# PARTNER



## Strategic Healthcare Management & Administration (HA)

Code: HM28 From: 14 - 18 April 2025 City: Madrid (Spain) Fees: 4200 Pound

### Introduction

Global healthcare leaders must have expertise in leadership management, healthcare finance, and human resource management in order to maintain excellence in service and patient care. The Strategic Healthcare Management course aims to ensure that healthcare leaders worldwide have access to the world's leading practices in complex organizational management and healthcare leadership.

This course consists of healthcare industry specific skill development, and enhancement methodologies and topics, designed for senior and executive level hospital staff. Including primary care, recuperative care, community and other healthcare facility administrators, chiefs of staff, hospital board members, chief nursing officers, department directors and other healthcare professionals with supervisory, management or executive level responsibilities.

\* 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 of Healthcare Management HA

- Implement patient-focused strategies, including strategic planning, across the organization
- Leverage executive decision-making tools and formal methods to assess healthcare plans in light of regulations and ever-changing needs in the market
- Lead and manage complex organizations' crisis management while optimizing quality and safety best practices
- Foster creativity throughout a department or organization
- Apply leadership capabilities to lead healthcare teams and projects to success

### Course Outline of Healthcare Management HA

#### 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 - 4

### 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 5

### 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

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





## Blackbird Training Cities

### Europe



Zurich (Switzerland )



Stockholm (Sweden)



Lyon (France)



Copenhagen (Denmark)



Bordeaux (France)



Annecy (France)



Oslo (Norway)



Edinburgh (UK)



Glasgow (Scotland )



Malaga (Spain)



London (UK)



Istanbul (Turkey)



Amsterdam (Netherlands)  
(Switzerland)



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Manchester (UK)



Milan (Italy)

### USA & Canada



Los Angeles (USA)



Florida (USA)



Online



Boston (USA)



Washington (USA)



Miami(USA)



New York (USA)



Toronto (Canada)



## Blackbird Training Cities

### Asia



Baku (Azerbaijan)



Maldives (Maldives)



Manila (Philippines)



Bali (Indonesia )



Bangkok (Tailand)



Beijing (China)



Moscow (Russia )  
(Malaysia)



Singapore (Singapore )



Sydney (Australia)



Tokyo (Japan)



Dubai (UAE)



Kuala Lumpur



Jakarta (Indonesia)

### Africa



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Marocco)



Nairobi (Kenya)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



## Blackbird Training Clients



UK Training  
**PARTNER**





## Blackbird Training Categories

### Management & Admin

Professional Skills  
Finance, Accounting, Budgeting  
Media & Public Relations  
Project Management  
Human Resources  
Audit & Quality Assurance  
Marketing, Sales, Customer Service  
Secretary & Admin  
Supply Chain & Logistics  
Management & Leadership  
Agile and Refinement

### Technical Courses

Hospital Management  
Public Sector  
Special Workshops  
Oil & Gas Engineering  
Telecom Engineering  
IT & IT Engineering  
Health & Safety  
Law and Contract Management  
Customs & Safety  
Aviation  
C-Suite Training



International House 185 Tower Bridge  
Road London SE1 2UF United Kingdom



+44 7401 1773 35  
+44 7480 775526



[training@blackbird-training.com](mailto:training@blackbird-training.com)



[www.blackbird-training.com](http://www.blackbird-training.com)

UK Training

**PARTNER**

