BLACKBIRD FOR TRAINING

Strategic Healthcare Management & Administration (HA)

16 – 20 November 2026
Casablanca (Morocco)

UK Traininig
PARTNER



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Introduction

Global healthcare leaders must have expertise in leadership management, healthcare finance, and human resource management 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 focuses on developing skills tailored to the healthcare industry, enhancing leadership and management methodologies. It is specifically 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: When registering for the course in Istanbul with three or more participants, we offer a 1-day site visit to a prestigious public or private hospital.

Course Objectives

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

- Implement patient-focused strategies, including strategic planning, across the healthcare organization.
- Use executive decision-making tools and formal methods to assess healthcare plans in line with regulations and evolving market needs.
- Lead and manage crisis management in complex healthcare organizations while optimizing best practices in quality and safety.
- Foster creativity and innovation throughout a healthcare department or organization.
- Apply leadership capabilities to lead healthcare teams and projects to success.
- Develop sustainable healthcare strategies that contribute to organizational performance and adapt to future challenges.



Course Outlines

Day 1: Strategic Management in Healthcare

- Strategic management in healthcare: Learn how to develop a clear mission and vision for healthcare organizations.
- Developing marketing strategies for hospitals and positioning them effectively in the healthcare market.
- Understanding hospital organizational structures: Examine the organizational models in the US and other global regions.
- Managing and leading in complex healthcare organizations: Strategies for leadership in diverse and multi-functional settings.
- Teamwork in healthcare settings: Enhancing collaboration between medical and administrative teams to achieve quality outcomes.

Day 2: Financial Management and Forecasting in Healthcare

- Organizational structure and responsibilities of hospital cost centers: Learn how to allocate budgets and manage financial resources.
- Managing cost centers: Methods for evaluating financial performance and optimizing cost center management.
- Financial accounting and insurance: Understand the integration of healthcare financial management in hospital operations.

Day 3: Hospital Human Resource Management

- Strategic HR management in hospitals: Develop workforce management strategies.
- Core values and HR systems: Build HR management systems and incentive programs.
- HR incentives and control mechanisms: Motivate and control workforce performance.
- Hospital Information Technology HIT: Role of technology in healthcare management.

Day 4: Security and Privacy Issues in HIT

- Security and privacy in HIT: Managing data privacy and security challenges.
- Developing security protocols: Best practices for safeguarding healthcare data.
- Integrating HIT with hospital operations: Optimizing workflow and decision-making.
- Legal and ethical issues in HIT: Understanding the legal landscape and patient data rights.



Day 5: Medical Service Quality Management and Improvement

- Managing quality in medical services: Implement tools for tracking performance and incentivizing staff based on quality metrics.
- Healthcare quality management methods: Understand common tools and techniques used in quality management in healthcare.
- Emergency preparedness and crisis management: Learn strategies for managing healthcare crises effectively.

If applicable, a site visit to a prestigious hospital will provide an opportunity to observe day-to-day responsibilities such as managing human resources, allocating budgets, and maintaining IT systems. Participants will also gain insights into policy decisions, patient care, and the role of leadership in driving technological innovation.

Why Attend This Course: Wins & Losses!

Attending this course will significantly enhance your leadership and management skills in the healthcare sector, providing you with practical tools and techniques for managing healthcare organizations more effectively. Here are some key benefits:

- Creative healthcare management strategies: Learn how to apply creativity and innovation within complex healthcare settings to improve performance and outcomes.
- Master healthcare leadership: Gain advanced skills in healthcare leadership and healthcare strategic planning to navigate challenges in healthcare systems.
- Strengthen decision-making abilities: Learn how to apply data-driven approaches to make informed decisions that enhance quality and efficiency in healthcare services.
- Effective quality management in healthcare: Understand how to track and improve medical service quality, ensuring patients receive the best care possible.
- Comprehensive understanding of healthcare finance: Master the financial tools and strategies necessary for managing healthcare budgets and resources.

Conclusion

The Strategic Healthcare Management course offers an invaluable opportunity for healthcare professionals to enhance their leadership, management, and operational skills. By focusing on healthcare leadership, quality management, financial management, and strategic planning, this course equips participants with the knowledge and expertise to lead healthcare organizations to success in a rapidly changing environment. Whether you are looking to improve patient care, streamline operations, or lead healthcare teams effectively, this course provides the tools you need to succeed in the complex world of healthcare management.

