BLACKBIRD FOR TRAINING

Negotiation skills in the Healthcare Sector

10 – 14 January 2027
Amman (Jordan)



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Ref: 3255436_341512 **Date:** 10 – 14 January 2027 **Location:** Amman (Jordan) **Fees:** 4900 GBP

Introduction

The healthcare sector across the Middle East and North Africa is undergoing rapid transformation, requiring professionals to navigate complex clinical and administrative situations with clarity, balance, and strong decision-making abilities. In this evolving environment, Negotiation skills have become essential for doctors, nurses, department heads, medical technicians, quality officers, hospital administrators, and support staff who interact daily in high-pressure, multidisciplinary settings.

Healthcare environments involve continuous collaboration and coordination. Conflicts may arise during shift planning, patient management discussions, the allocation of limited resources, interdepartmental communication, or conversations with patients and families — making negotiation a vital element for maintaining safe and efficient care.

This course provides a specialized, healthcare-focused approach to negotiation skills, offering practical and applicable techniques designed for clinical units, emergency departments, operating rooms, outpatient clinics, pharmacies, laboratories, imaging departments, and administrative offices. Through a structured learning experience, participants develop the professional capacity to reach agreements that protect patient safety, support organizational goals, and strengthen cooperation across healthcare teams.

Course Objectives

This course aims to equip healthcare professionals with practical and advanced negotiation capabilities:

- Understand the fundamental principles of negotiation skills within healthcare settings.
- Analyze negotiation behaviors among clinical and administrative teams.
- Apply negotiation strategies in real medical and operational situations.
- Formulate professional agreements that align with patient safety goals.
- Manage clinical and administrative conflicts effectively.
- Use assessment tools to evaluate negotiation scenarios in hospitals.
- Strengthen active listening and sensitive communication skills.
- Master ethical persuasion techniques for healthcare environments.
- Address psychological and behavioral challenges during negotiation.
- Evaluate negotiation outcomes to support continuous improvement.



Course Outlines

Day One: Introduction to Negotiation in Healthcare Systems

The first day lays the foundation by exploring essential negotiation concepts within medical environments:

- Definition of negotiation skills and their role in healthcare delivery.
- Differences between general negotiation and clinically sensitive negotiation.
- Daily negotiation challenges faced by physicians, nurses, technicians, and administrators.
- How negotiation impacts patient outcomes and safety.
- Practical examples from hospitals involving common negotiation situations.
- Identifying common problems caused by ineffective negotiation.
- Initial assessment exercise to evaluate each participant's negotiation style.

Day Two: Understanding Medical Stakeholders and Behavioral Analysis

This day focuses on the human element of negotiation within multidisciplinary teams:

- Identifying stakeholders involved in negotiations inside hospitals.
- Understanding behavioral drivers of physicians, nurses, administrators, patients, and families.
- Analyzing clinical and administrative behavior during difficult discussions.
- Uncovering underlying concerns and motivations of each party.
- Using deep listening techniques to gather accurate information.
- Managing emotional or stressed individuals in medical scenarios.
- Group activity: analyzing a negotiation scenario from an emergency department.

Day Three: Planning Negotiations in Clinical Environments

This day equips participants with structured negotiation planning tools:

- Building a negotiation plan within a healthcare organization.
- Defining medical and administrative goals clearly.
- Identifying conflicting interests between health teams.
- Assessing how clinical pressure influences negotiation decisions.
- Selecting negotiation styles suitable for complex medical cases.
- Preparing clinical data or operational information to support negotiation.
- Hands-on exercise: creating a negotiation plan for a clinical case.

Day Four: Practical Negotiation in Clinical and Administrative Scenarios

This day focuses on applying negotiation strategies directly to hospital settings:



- Negotiation strategies used between clinical and non-clinical departments.
- Handling objections during discussions on treatment plans or task distribution.
- Managing conflicts between teams under workload pressure.
- Forming agreements that balance patient care with resource limitations.
- Using body language and tone effectively in medical discussions.
- Persuasion strategies for patient-safety-related decisions.
- Case analysis from operating rooms or emergency medicine.

Day Five: Advanced Negotiation and Performance Evaluation

The final day covers advanced techniques and assessment of negotiation performance:

- Advanced negotiation models for sensitive medical situations such as errors or resource shortages.
- Managing emergency negotiations during critical events.
- Scenario analysis involving negotiations between clinical leadership and financial departments.
- Negotiating changes in treatment protocols or hospital policies.
- Individual performance assessment and feedback.
- Final integrated exercise combining planning, analysis, and execution.
- Developing a personal improvement plan for strengthening Negotiation skills in healthcare.

Why Attend This Course? Wins & Losses!

- Strengthens teamwork and communication between healthcare professionals.
- Enhances conflict resolution in clinical and administrative settings.
- Provides tools to support safe, patient-centered decision-making.
- Offers practical negotiation skills for high-pressure environments.
- Improves professional relationships within healthcare teams.
- Builds resilience during stressful negotiations.
- Helps form realistic agreements aligned with clinical demands.
- Enhances time and resource management through structured negotiation.

Training Methodology

The course uses a practical, healthcare-based learning approach that includes:

- Structured and simplified theoretical explanations.
- Case studies from real clinical and administrative environments.
- Group exercises simulating real hospital scenarios.
- Analysis of cases from emergency units, operating rooms, and clinics.
- Individual skill-building activities focusing on persuasion and communication.
- Continuous evaluation throughout the training program.



Conclusion

This course provides healthcare professionals across all departments with a strong foundation in Negotiation skills, enabling them to manage sensitive clinical and administrative situations effectively.

Through a balanced mix of theory and hands-on practice, the course equips participants with tools to navigate the complexities of healthcare environments, overcome behavioral or organizational barriers, and foster constructive professional relationships.

The acquired skills enhance medical and administrative decision-making, improve clinical teamwork, and support the development of work environments capable of meeting increasing healthcare demands — making this course a key step for anyone seeking to elevate their professional impact in the medical field.

