



### **Workshop on Strategic Healthcare Management**

June 16 – 20, 2025, 1<sup>st</sup> Run: Lagos & Abuja

December 8 – 12, 2025, 2<sup>nd</sup> Run: Lagos & Port Harcourt

**For Tutor -Led Class:** 9am – 4:30pm

**Workshop fee:** N300, 000 per Participant

**For online:** Delivery via Zoom

**Online course fee:** N250, 000 per Participant

**Available for In-plant Training**

**700 US\$ for foreign  
Participants**

#### **Program Overview:**

The 21<sup>st</sup> century healthcare managers must have expertise in leadership and management such as healthcare finance, and human resource management in order to achieve excellence in service and patient care. This workshop on strategic healthcare management is designed for healthcare top managers to acquire skills in world best practices in leadership and management to manage complex organizations in the healthcare industry.

This training program provides participants with a comprehensive understanding of strategic management principles as applied to the healthcare industry. The course focuses on developing strategic thinking and decision-making skills essential for effective leadership in healthcare organizations.

#### **For Whom:**

This program is designed for healthcare executives, administrators, managers, and professionals aspiring to leadership roles within healthcare organizations.

#### **Learning Objectives:**

At the end of the program, participants will be able to:

- develop, implement, and evaluate strategic plans that align with organizational goals and industry trends.
- explore the economic factors influencing healthcare delivery and reimbursement systems, and their implications for strategic decision making.
- explore leadership styles, organizational behavior, and governance structures specific to healthcare settings.
- design strategies for continuous quality improvement in healthcare services, including patient safety initiatives and accreditation processes.
- gain insights into the role of information technology and data analytics in healthcare management and decision support.
- examine legal and ethical considerations in healthcare management, including compliance, risk management, and patient rights.
- discuss the impact of healthcare policies, regulations, and advocacy efforts on organizational strategy and operations.

#### **Course Outline:**

##### **Day 1: Strategic Healthcare Management: Overview**

- Definition of strategic management
- Importance of strategic management in healthcare
- Overview of key concepts and frameworks

##### **Strategic Analysis in Healthcare**

- SWOT analysis in healthcare organizations
- PESTLE analysis and its relevance to healthcare

Human Capital Associates Global Consult Ltd is Accredited by Nigeria Council for Management Development (NCMD)

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- Competitive analysis and industry dynamics

#### **Day 2: Strategic Planning and Decision Making**

- Vision, mission, and values in healthcare organizations
- Setting strategic goals and objectives
- Decision-making processes in healthcare management

#### **Leadership in Healthcare**

- Leadership styles and their application in healthcare
- Building effective healthcare teams
- Leading change in healthcare organizations

#### **Day 3: Organizational Behavior and Culture**

- Understanding organizational behavior in healthcare
- Impact of organizational culture on strategy implementation
- Strategies for fostering a positive organizational culture

#### **Operational Excellence in Healthcare**

- Lean management principles in healthcare
- Quality improvement methodologies (Six Sigma, PDCA cycle)
- Process optimization and efficiency in healthcare delivery

#### **Day 4: Healthcare Ethics and Regulatory Issues**

- Ethical considerations in healthcare management
- Compliance and regulatory challenges
- Patient rights and confidentiality issues

#### **Strategic Implementation and Evaluation**

- Implementing healthcare strategies effectively
- Performance metrics and evaluation criteria
- Continuous improvement and adaptive strategy

#### **Day 5: Case Studies and Practical Applications**

- Analysis of strategic management cases in healthcare
- Applying strategic management tools to real-world scenarios
- Group discussions and presentations

#### **Future Trends in Healthcare Management**

- Emerging trends in healthcare delivery and management
- Innovations in technology and their impact on healthcare strategy

**Training Methodology:** Lectures, discussions, exercises, and case studies will be used to reinforce these teaching/learning methods.

#### **LOCATIONS**

1 - HCA Learning Centre. Acme House 2nd Floor, 23, Acme Road, Ogba, Industrial Scheme, Ikeja, Lagos, Nigeria

2 - Pearls Learning Hub, Plot 756, Opposite Divine Hand of God Ministry, Area 1, Garki, Abuja.

3 – Pakiri hotel Ltd., 4 Okwuruola Street, off Stadium Road, Rumuola, Port Harcourt, Rivers State.

**Open Course Fee: N300, 000**

In-plant Fee Negotiable

#### **WORKSHOP FEE:**

**N300, 000 per participant, VAT –N22, 500**

Note: this covers Workshop Fee, Tea/coffee break, Lunch, course materials and certificate of attendance.

Payment should be made into our Accounts:

Account Name: Human Capital Associates Global Consult Ltd.

Union Bank of Nig. PLC: Account No: 0097961537

First Bank of Nig. PLC: Account No: 2033683960

Keystone Bank Ltd.: Account No: 1007150325

**For Booking / Enquiry, Call: 234-8051365946, 234-7087578814**

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