



Workshop on Strategic Healthcare Management

May 11 – 15, 2026

Venue: Ramada By Wyndham Hotel, Dubai Deira,

155, Salahudim Road, Deira, Dubai, UAE

Course Fee: \$4,500 per Participant

Program Overview:

The 21st 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
- Competitive analysis and industry dynamics

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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

This course package includes: Course material in soft copy, Tea break, Lunch, City tour, and certificate of attendance.

A Core 1.5 laptop with the soft copy of the course material loaded with a carrying bag will be presented to the participants at the end of the course.

Note: Payment is either U\$D or the prevailing parallel market rate. We do not accept government official rate.

Training Methodology

- **Methodology:** Lectures, discussions, exercises, case studies, audio-visual aids will be used to reinforce these teaching/learning methods

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