

Strategic Planning For Healthcare

Duration: 5 Days

Language: en

Course Code: IND05-124

Objective

Upon completion of this course, participants will be able to:

- Understand the importance of strategic planning within healthcare.
- Comprehend key healthcare topics, innovation and new technologies that have greatly influenced the industry.
- Utilise various methods of planning and innovation to create new ideas to improve organisational performance.
- Analyse key functions and features of the organisation and how they contribute to overall success.
- Integrate the use of strategy thinking, strategic planning and momentum strategic management to achieve outstanding results.
- Establish goals and objectives relating to performance improvement and utilise strategic management techniques to achieve these.
- Navigate around strategic challenges and reduce negative influences on strategy.

Audience

This course is designed for anyone responsible for strategic thinking, planning, and management within an organisation. It would be most beneficial for:

- Operations Managers
- Hospitals Directors
- Financial Advisors
- Strategy and Development Managers
- Senior Executives
- Healthcare Facilities Managers

Training Methodology

This course uses a variety of adult learning styles to aid full understanding and comprehension. Participants will review case studies of established healthcare organisations to highlight specific strategies that have increased their performance and patient satisfaction.
They will be given all necessary to complete the variety of learning exercises provided which include presentations, video materials, group discussions and group activities. This combination of learning exercises and methods ensures that the participants are able to develop their knowledge of the taught content fully. The focus on group activities will also allow them to demonstrate practical skills related to the topics.

Summary

Healthcare is an industry that is constantly evolving, as patient demands and wants change exponentially. To compensate for this fast-paced environment, healthcare organisations must use strategic planning methods to improve daily functions.
To understand the effectiveness of strategy, it is important to have a strong understanding of industry standards and other organisations' strategies. Developing a competitive advantage through competitor and personal analysis will demonstrate personal strengths and areas for improvement.
Those developing strategies must also comprehend the planning process. Establishing strong and specific goals is essential for strategy planning, as it can open up pathways to success that were otherwise unseen. Using strategic thinking methods and techniques, individuals

can successfully create innovative ideas and begin the stages of planning, analysis, and implementation. New strategies also allow the opportunity to increase the value of processes and functions, improving patient satisfaction and overall productivity.

Course Content & Outline

Section 1: **Fundamentals of Strategy**

- Defining what is meant by the term ‘strategy’ in relation to the healthcare sector.
- Exploring the common types of strategies and their typical purpose.
- Understanding the evolution in patient demands and explaining how strategic thinking, planning and management helps meet these demands.
- Investigating established healthcare organisations to understand their approach to strategic planning.

Section 2: **Competitive Advantage**

- Securing available data of other healthcare organisations to analyse specific strategies and how they have improved performance.
- Describe the difference between directional strategy and strategic alternatives and recognise these in other organisations.
- Working collaboratively with other healthcare organisations to better understand strategy planning and application.
- Exceeding industry standards of strategic planning and innovation to get a step ahead of competitors.

Section 3: **Strategy Planning**

- The importance of appreciating the thorough process of strategy planning.
- Establishing organisational goals and objectives in alignment with patient demands and medical board expectations.
- Understanding each stage of the strategy planning process and how they contribute to strategy success.
- Utilising various methods of innovative thinking to discover new methods and technologies to improve existing functions.

Section 4: **Adding Value to Strategy**

- Enhancing the patient-facing experiences through empathetic communication, quick response times and dedication to treatment.
- Communicating strategy with colleagues to increase excitement and motivation to ensure smooth strategy implementation.

- Managing strategy budget and finances to reduce potential costs and resource waste.

Section 5: **Implementing Strategies**

- Monitoring the performance of strategies as they come into action.
- Fostering an environment open to change and accepting of new strategies and development.
- Carefully analysing the resources, the strategies utilising and adjusting where necessary to remain within the resource and finance budget.
- Managing strategy risks through risk assessments and providing corrective actions when risks occur to reduce function down-time.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Assessment Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

Healthcare & Pharmaceutical, Procurement, Warehouse, Logistics & Supply Chain, Project Management

Tags

Strategic Planning, Healthcare

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