

Strategic Goals & Planning For Healthcare

Duration: 5 Days

Language: en

Course Code: IND05-135

Objective

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

- Understand the vitality of strategic goal setting and planning within a healthcare organisation.
- Investigate internal and external influences on the productivity of the services and how these can be best navigated.
- Explore industries advancements and changing standards to ensure the organisation is in alignment with them.
- Utilise various techniques to reduce costs, increase financing and secure outside sources of income through investors and public-private partnerships.
- Create strategic plans using innovative strategic thinking and planning methods.
- Conduct a range of analysis on different functions of the organisation to measure performance and identify areas for development.

Audience

This course is designed for anyone within the healthcare industry responsible for their organisation's strategic advancement. It would be most beneficial for:

- Operations Managers
- Strategic Planning Managers
- Senior Executives
- Quality Control Directors
- Healthcare Analytics Advisors
- Project Managers
- Financial Advisors

Training Methodology

This course uses a variety of adult learning styles to aid full understanding and comprehension. Participants will review real-world examples of strategic plans created by established organisations to highlight specific changes and improvements that may have led to success, and potentially identify further developments to be made.
They will be allowed to partake in various learning methods and exercises, including seminars, group discussions, and individual and group activities. This combination of learning methods ensures that the participants are able to develop a thorough understanding of the taught content and any related practical skills. The group activities also allow them to work together to produce a strategic plan and receive tutor and instructor feedback.

Summary

For any organisation within healthcare to be successful, it must create strategic goals and plans before making any significant changes. Strategic planning is essential for organisational development as it involves assessing each function of the organisation and how these can be improved while reducing the potential for negative consequences of implementing changes.
To set strategic goals, the organisation must evaluate the existing services and other healthcare providers to understand the industry standards. As standards change, the organisation should create goals in alignment with these to ensure it is able to continuously meet patient wants and needs.

Furthermore, creating strategic plans to reflect the strategic goals is a vital factor in ensuring success. There are many methods to aid in creating strategic plans for the organisation, and many methods of creating innovative plans. In the process of creating strategic plans, those involved should analyse the performance of all functions of the organisation and how they work together. Using this data, the individuals can create strategic plans to develop certain functions while minimising the potential negative impact on other business functions.

Course Content & Outline

Section 1: **Fundamentals of Strategic Planning**

- Defining what strategic planning is, its necessity and importance within a healthcare organisation.
- Exploring the process of strategic planning and ideal methods to achieve the ideal goal.
- Investigating established healthcare organisations and how their strategic planning has led to success.
- The organisational benefits of efficient and detailed strategic goals and plans.

Section 2 : **Creating Organisational Goals**

- Analysing the existing functions and features of the organisation in comparison to others within the industry.
- Use innovative techniques and methods to create goals to improve the organisation in various areas including customer service, finance and more.
- Ensuring goals closely reflect the organisation’s ideals and don’t interfere with the health services provided.

Section 3 : **Establishing Competitive Advantage**

- Carrying out a service area competitor analysis.
- Assessing strategic changes made by competitors and taking ideas from them.
- Evaluating the past and present changes in the standards of patient care and how these need to be incorporated into strategic plans.
- Using the knowledge of existing trends to predict future changes to prepare for them.

Section 4 : **Predicting and Measuring Performance**

- Utilise various methods to measure existing performance to provide insight into what

areas of the organisation can be improved.
- Evaluating the productivity of individual functions and how they contribute to the overall service.
- Analysing performance data to predict future fluctuations and how to best maintain ideal performance.
- Assessing how strategic goals and plans may influence overall performance.

Section 5 : **Creating Strategic Plans**

- Collecting and evaluating data regarding the different areas of the organisation to create plans best suited for them.
- Using a range of methods to create innovative strategic plans.
- Merging organisational goals with strategic plans to achieve success.
- Examining how specific changes and plans may influence the entire organisation in both positive and negative ways.
- Preparing for all potential outcomes of strategic plans to prevent backlash on the service.

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, Project Management, Health, Safety & Environment HSE

Tags

Planning, Healthcare, Strategic Goals

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