



## خطة استراتيجية للرعاية الصحية في العالم العربي

**Duration:** 5 Days

**Language:** ar

**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

Holistique Training عند إتمام هذه الدورة التدريبية بنجاح، سيحصل المشاركون على شهادة إتمام التدريب من (e-Certificate) وبالنسبة للذين يحضرون ويكملون الدورة التدريبية عبر الإنترنت، سيتم تزويدهم بشهادة إلكترونية من Holistique Training.

وخدمة اعتماد التطوير المهني (BAC) معتمدة من المجلس البريطاني للتقييم Holistique Training شهادات ISO 29993، ISO 21001 أو ISO 9001 كما أنها معتمدة وفق معايير (CPD) المستمر.

لهذه الدورة من خلال شهادتنا، وستظهر هذه النقاط على شهادة إتمام (CPD) يتم منح نقاط التطوير المهني المستمر واحدة عن كل ساعة CPD يتم منح نقطة CPD، ووفقاً لمعايير خدمة اعتماد Holistique Training التدريب من لأي دورة واحدة نقدمها حالياً CPD حضور في الدورة. ويمكن المطالبة بحد أقصى قدره 50 نقطة

## Categories

الرعاية الصحية والصيدلانية، المشتريات والمستودعات والخدمات اللوجستية وسلسلة التوريد، إدارة المشاريع

## Related Articles



### أهم معايير الجودة في المستشفيات والمراكز الصحية وأهميتها

تعتبر معايير الجودة في المستشفيات والمراكز الصحية من الركائز الأساسية لضمان تقديم رعاية صحية متكاملة وآمنة للمرضى. في ظل التحديات المستمرة التي يواجهها قطاع الرعاية الصحية، من تزايد أعداد المرضى إلى التطور السريع في التكنولوجيا الطبية، يصبح الالتزام بمعايير الجودة أمراً حيوياً لتحقيق التميز والكفاءة في تقديم الخدمات

## YouTube Video

<https://www.youtube.com/embed/Rpv9h9KkgPw?si=fuf0W446tYfelWIH>