



SCANDINAVIAN ACADEMY
For Training and Development

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Course: Excellence in Health Care Management

Code	City	Hotel	Start	End	Price	Language - Hours
HS-187	Marrakesh (Morocco)	Hotel Meeting Room	2026-11-22	2026-11-26	3950 €	En - 25

INTRODUCTION

The healthcare industry faces a vast array of complicated problems, including staff shortages, rising costs, and increasing government regulations. The healthcare industry is a high-stress, high-risk environment. Luckily, passionate workers have continued to take on the challenges of healthcare with grace and confidence.

The rapidly evolving nature of technology, information and medical management provides opportunities for employers to contain escalating costs and help manage the quality of care and the total health of employees. This training course will benefit healthcare leaders with knowledge and essential guidance necessary to participate actively in decision making that affects their hospitals/clinics.

Participants attending Excellence in Healthcare Management training course will develop the following competencies:

- Develop their skills in providing an improved service to the patients
- Become a change master who encourages innovative thought and behaviour
- Set the right vision for their team, department and entire hospitals
- Encourage effective decision-making skills in a variety of situations



- Update their knowledge on modern healthcare management and leadership
- Become aware of the latest developments in healthcare accreditation
- Help employees develop effective change management strategies
- Improve the competitive position of their hospital/clinics in the healthcare market

WHO SHOULD ATTEND?

The Excellence in Healthcare Management training course is specifically designed for those who seek to create the vision and the action plans of their organization for a better future business in healthcare and keep it safe from any future potential risk, specifically:

- Senior Management Team
- Healthcare Centre Owners
- Healthcare Managers
- Healthcare HR Professionals
- Healthcare Strategic Planners



- Healthcare Departments Heads
- Other Healthcare Professionals

PROGRAMME OBJECTIVES

The objectives of Excellence in Healthcare Management training course are to enhance the healthcare management skills of the hospitals/clinics in terms of organisation, human resources management, strategy tools, risk management, healthcare technology assessment & finance performance management. These include:

- Providing the participants with enhanced skills to manage and administer their hospitals/centres as well as prepare healthcare executives for executing related programs and overseeing improvement projects
- Assisting the participants to acquire advanced skills for organizational success, leadership, effectiveness and efficiency techniques, principles of management, creative problem solving, team building and financial management
- Gaining a better understanding of quality principles & management functions
- Providing training in the development & implementation of strategic planning

TRAINING METHODOLOGY

The Excellence in Healthcare Management training course will combine presentations with interactive practical exercises, supported by video materials, activities and case



studies. Delegates will be encouraged to participate actively in this unique healthcare management course and discuss the particular needs of their business future.

PROGRAMME SUMMARY

By the end of this EuroMaTech training course on Excellence in Healthcare Management, delegates will be able to manage their hospital or clinics in an organisational manner. Additionally, they will be aware of all related healthcare strategy tools and will gain a better understanding of healthcare quality principles & management functions.

PROGRAM OUTLINE

DAY 1 - Fundamentals of Health and Hospital Administration

- Health Problems
- Components of healthcare system
- Functions of the HC System
- HC System Model
- Health System Key Players
- Environment and Health
- Core Public Health Functions
- World Health Systems
- Hot Topics in Global Health
- The Social Determinants
- Ten Tips for Better Health

Day 2 - Planning Quality in Organizations

- Strategic Planning Process
- Levels of Planning
- The Essentials for Good Relationships



- Relationships and Results
- 10-Step Model
- Operational Planning
- Required "Plans" for Hospital Accreditation
- Example of a PI Program Document in HCO
- Leadership in Health Care
- Focus on Followers
- Exceptional Leadership
- 16 Critical Competencies for Healthcare Executives

Day 3 - Management of Information for Healthcare Quality Leaders

- Scientific Credibility
- Hypotheses
- Steps of An Experiment
- Types of Data & Surveying
- Sampling and Sample Size
- HC Quality Tools
- Dead Horse Theory
- Quality and Evidence
- Based Health Management
- Health Care Quality
- Performance Measures
- Crossing the Quality Chasm

Day 4 - Health Care Standards

- Applications of Standards
- Clinical Settings
- Administrative Settings
- Types of Standards/Indicators
- Types of Standards



- Use of Standards
- Measuring Standards
- Measuring Indicators
- Methodology for Developing Indicators
- System Elements
- Quality Characteristics
- Classification of Indicators

Day 5 - Assess Appropriateness

- Assess Validity
- Assess Reliability
- Assess for Clarity
- Assess for Realistic and Applicability
- Examples of Indicators
- Healthcare Culture
- Intercultural Communication Strategies for Hospice Staff
- Ways to Strengthen a Corporate Culture!
- Programme Review



The Scandinavian Academy for Training and Development adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training and Development.

Program Timings:

- 9:00 AM to 2:00 PM in Arab cities.
- 10:00 AM to 3:00 PM in European and Asian cities.

The program includes:

- A daily Coffee Break provided during the sessions to ensure participants comfort.