

**COURSE TITLE: MANAGING HEALTHCARE BUSINESS STRATEGY**

**Overview:** HeSMA East Africa has developed a specialized leadership program for healthcare professionals to enhance their competency in providing quality care amid global health system changes. The course is designed to incorporate local healthcare challenges while including participants from various countries around the world. As part of the LMG Program, we provide a course that focuses on developing practical knowledge and skills in the four thematic areas of healthcare systems as illustrated.



The competencies in the Competency Framework are derived from those in the Healthcare Leadership

Alliance (HLA) Competency Framework. The HLA competencies were developed from job analysis surveys conducted to determine the relevant tasks typically performed by healthcare managers regardless of work setting or years of experience. The global competencies have been validated by the organizations that contributed to the Competency Framework and represent documented skills and abilities of thousands of healthcare managers from a variety of settings. HeSMA participated in the process in 2014 and 2018. The Competency Framework may be used to show the depth and breadth of knowledge healthcare managers need to know to ensure that their organizations and the healthcare system are operating effectively in providing optimal care to the population served.

Managing healthcare business strategy is targeting to build the following areas at advanced levels business principles, including systems thinking, Strategic Management, Marketing and Communication etc. to the healthcare environment.

**This course is designed to help you enhance your business competencies in healthcare management and thrive in challenging healthcare environments in the following ways;**

- The course is practical, focusing on your own context and drawing upon your organization's vision and mission to help you ensure that accountability exists through transparency and reporting mechanisms.
- This course is suitable for leaders and managers at any level in the health sector due to its focus on practical leadership skills tailored to various organizational contexts.

- Previous experience in leadership and management enhances your understanding of managerial roles and responsibilities, aiding in the development of effective leadership skills.
- The program is led by tutors who leverage their expertise and experience in the health sector to provide you with expert advice, support, and guidance throughout your leadership development.

### **Key competencies to be gained**

Upon completion of the program, leaders and managers will acquire the following competencies:

#### ***1. Regarding the skills and behavior of leaders***

- a. Articulate and communicate the mission, objectives, and priorities of the organization to internal and external entities.
- b. Incorporate management techniques and theories into management activities.
- c. Analyse problems, promote solutions, and encourage decision-making.

#### ***2. Regarding engaging cultures and environments***

- a) Create an organizational climate built on mutual trust, transparency, and a focus on service improvement that encourages teamwork and supports diversity.
- b) Encourage a high level of commitment from employees by establishing and communicating a compelling organizational vision and goals.
- c) Hold yourself and others accountable to surpass organizational goals.

#### ***3. Regarding leading change***

- a) Promote ongoing learning and improvement in the organization.
- b) Respond to the need for change and lead the change process.
- c) managing for results

#### ***4. Driving Innovation***

- a) Encourage diversity of thought to support innovation, creativity, and improvement.  
Target Group

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Managers at operational, tactical, and strategic levels and other healthcare workers as follows:

- **National:** Ministry of Health Senior Directors, the Director of Medical Services, and the Afya House Department heads (Corporations and regulatory bodies Chief Executive Officers), Board members to National Departments, Programs, State Organizations, and National Assembly Committee members
- **County Level:** The County Health Executive, County Chief Officer of Health, County Director of Health, and the County Health Management Teams, Subcounty, and other managers at operational, tactical, and strategic levels
- **Health Facilities:** Medical Sups, Hospital Administrators, and Departmental in Charges
- **Public and FBOs:** The Chief Executive Officers, Directors, Line Managers, Department Heads, Supervisors, and Coordinating Teams
- **NGOs:** Chief Executive Officers, Supervisors, Managers, and Team Leaders
- **CBOs:** Board Members and Committees, CEOs and Directors

## Learning Objectives

1. Introduction to Strategic Planning in Health Care
  - Understand the critical importance of strategic planning in enhancing health care delivery.
  - Comprehend the historical development of strategic planning within the health care sector.
  - Recognize how strategic planning is integral to achieving health care goals and improving patient outcomes.
2. Audit of Assets and Environment
  - Learn the comprehensive process of conducting an internal audit of financial, human, and physical assets.
  - Analyze the external environmental factors such as policy, economic, social, and technological influences.
  - Evaluate real-world audit examples from the UK, USA, and Africa to understand successful audit practices.
3. Formulating Strategies
  - Master the art of setting SMART (Specific, Measurable, Achievable, Relevant, Time-bound) objectives.
  - Explore various strategic models and frameworks utilized in the health care industry.
  - Examine case studies to gain insights into strategy formulation across diverse health care environments.
4. Implementing Strategies

- Discuss the obstacles encountered during the implementation of health care strategies.
  - Gain knowledge on effective communication and change management techniques.
  - Emphasize the significance of stakeholder engagement and leadership support in successful strategy execution.
5. Strategic Planning Options
- Compare various strategic options, including mergers and acquisitions, within health care.
  - Assess the impact of these strategic choices on the quality and delivery of health care services.
  - Identify health care organizations that have effectively implemented these strategic options.
6. Functional Areas in Strategic Planning
- Elucidate the supportive role of each functional area in the overarching strategic plan.
  - Discuss the integration of cross-functional teams in strategic planning and execution.
  - Demonstrate how functional alignment can contribute to strategic success through practical examples.
7. Strategy Support Factors
- Define the pivotal role of leadership in cultivating a strategic mindset within the organization.
  - Understand the mechanisms for monitoring and evaluating the effectiveness of strategic plans.
  - Propose recommendations for maintaining momentum in strategic initiatives for long-term success.

### **Logistical issues**

The virtual course is scheduled to run from June 7th, 2024, to July 13th, 2024.

Group training is available upon request (conducted in cohorts).

20 CPD points for medical personnel (equivalent to 200 professional points for health managers)

COST: 15000Kshs for Health Professionals (HeSMA Members get discount)

To register for the course visit; <https://form.smartsuite.com/scpob9ag/Qq2pKhKI2W>

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