

# Strategic Healthcare Management & Administration (HA)

Hospital Management  
Istanbul (Turkey)  
14 - 18 Sep 2025

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## Strategic Healthcare Management & Administration (HA)

**Ref:** 3250\_137469 **Date:** 14 - 18 Sep 2025 **Location:** Istanbul (Turkey) **Fees:** 3900 **Euro**

### Course Description

This intensive 5-day course equips healthcare professionals with advanced skills in strategic management and administration. Participants will explore key concepts in healthcare leadership, organizational behavior, financial management, and quality improvement. The course emphasizes practical application of strategic planning and decision-making in complex healthcare environments.

### Learning Objectives

- Develop and implement effective strategic plans for healthcare organizations
- Apply leadership principles to drive organizational change and innovation
- Analyze financial data to make informed decisions and optimize resource allocation
- Implement quality improvement initiatives to enhance patient care and operational efficiency
- Navigate regulatory challenges and ethical considerations in healthcare management

### Course Modules

#### Day 1: Foundations of Healthcare Leadership

- Healthcare industry landscape and trends
- Leadership theories and styles in healthcare
- Organizational culture and change management
- Ethical decision-making in healthcare administration

#### Day 2: Strategic Planning and Management

- Strategic planning process and frameworks
- Environmental analysis and competitive positioning
- Developing mission, vision, and strategic objectives
- Strategy implementation and performance measurement

#### Day 3: Financial Management in Healthcare

- Healthcare finance fundamentals
- Budgeting and resource allocation
- Financial analysis and decision-making
- Revenue cycle management and reimbursement strategies

#### Day 4: Quality and Performance Improvement

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. In the background, there are concentric circles emanating from a point on the board.

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- Quality management systems in healthcare
- Patient safety and risk management
- Performance measurement and benchmarking
- Continuous improvement methodologies e.g., Lean, Six Sigma

## Day 5: Innovation and Future Trends

- Healthcare technology and digital transformation
- Population health management
- Value-based care models
- Emerging trends and future challenges in healthcare management

## Practical Wins for Participants

- Develop a strategic plan for their healthcare organization
- Create a financial analysis and resource allocation model
- Design a quality improvement initiative
- Formulate an innovation strategy to address a current healthcare challenge

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