

Excellence in Hospitality & Transport Management: Health Sector

Hospital Management
Casablanca (Morocco)
08 - 19 Sep 2025

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Excellence in Hospitality & Transport Management: Health Sector

Ref: 321714_144702 **Date:** 08 - 19 Sep 2025 **Location:** Casablanca (Morocco) **Fees:** 5600 Euro

Course Description

This intensive 10-day course focuses on developing excellence in hospitality and transportation management within the healthcare sector. Participants will gain comprehensive knowledge and practical skills to effectively manage hospitality services and transportation logistics in healthcare settings. The course covers key aspects of patient experience, facility management, and efficient transportation systems tailored for healthcare environments.

Learning Objectives

- Understand the unique challenges and opportunities in healthcare hospitality
- Develop strategies for enhancing patient experience through hospitality services
- Master transportation logistics and management in healthcare settings
- Learn best practices in facility management for healthcare institutions
- Gain insights into integrating technology for improved service delivery

Course Modules

Day 1: Introduction to Healthcare Hospitality

- Overview of hospitality in healthcare settings
- Patient-centered care and hospitality
- Regulatory considerations in healthcare hospitality
- Current trends and future outlook

Day 2: Patient Experience Management

- Understanding patient needs and expectations
- Designing positive patient experiences
- Service recovery in healthcare settings
- Measuring and improving patient satisfaction

Day 3: Healthcare Facility Management

- Principles of healthcare facility management
- Infection control and safety measures
- Environmental services and housekeeping
- Maintenance and renovation planning

A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

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Day 4: Food and Nutrition Services

- Dietary services in healthcare institutions
- Menu planning and nutritional considerations
- Food safety and quality control
- Patient meal service operations

Day 5: Healthcare Transportation Fundamentals

- Types of healthcare transportation services
- Regulatory compliance in medical transportation
- Patient safety during transport
- Coordination with emergency services

Day 6: Transportation Logistics in Healthcare

- Route planning and optimization
- Fleet management for healthcare institutions
- Scheduling and dispatch systems
- Inter-facility transfer management

Day 7: Technology in Healthcare Hospitality and Transport

- Patient management systems
- Telemedicine and remote patient monitoring
- GPS and tracking technologies in healthcare transport
- Data analytics for service improvement

Day 8: Customer Service Excellence in Healthcare

- Communication skills for healthcare professionals
- Cultural competence in patient care
- Handling difficult situations and conflict resolution
- Empathy and emotional intelligence in healthcare

Day 9: Quality Management and Continuous Improvement

- Quality assurance in healthcare hospitality
- Performance metrics and KPIs
- Continuous improvement methodologies
- Benchmarking and best practices

Day 10: Leadership and Change Management

- Leadership styles in healthcare management
- Change management strategies
- Team building and motivation

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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- Future trends and innovation in healthcare hospitality

Practical Wins for Participants

- Develop a comprehensive patient experience enhancement plan
- Create an efficient transportation logistics system for a healthcare facility
- Design a quality management program for hospitality services in healthcare
- Formulate a technology integration strategy for improved service delivery

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