BLACKBIRD FOR TRAINING

Hospital Management and Administration (MHA) Training Course

15 – 26 February 2027
Bangkok (Thailand)



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Ref: 3294_154816 **Date:** 15 – 26 February 2027 **Location:** Bangkok (Thailand) **Fees:** 9700 GBP

Why This Course

Hospitals today face increasing pressure to deliver quality healthcare while maintaining operational efficiency, financial sustainability, and patient satisfaction. The Hospital Management and Administration MHA Program is an intensive 2-week training designed to equip healthcare professionals and administrators with the strategic, managerial, and operational skills required to lead modern healthcare institutions effectively.

Through a blend of theoretical insights, real-world case studies, and practical applications, participants will gain a holistic understanding of hospital management — from financial oversight and quality assurance to human resources, technology integration, and strategic planning. The program is ideal for hospital administrators, healthcare managers, department heads, and professionals aspiring to leadership roles in healthcare management.

What You'll Learn and Practice

By completing this program, participants will:

- Develop strategic management and leadership competencies for hospital administration.
- Gain proficiency in healthcare finance, budgeting, and performance management.
- Implement effective quality improvement and patient safety frameworks.
- Optimize hospital operations, staffing, and resource utilization.
- Apply legal, ethical, and regulatory principles in healthcare governance.

The Program Flow

Day 1: Introduction to Hospital Management

- Overview of healthcare systems and hospital organizational structures.
- Roles and responsibilities of hospital leaders and administrators.
- Principles of healthcare leadership and governance.
- Building and sustaining a positive hospital culture.



Day 2: Strategic Planning and Management

- The strategic planning process in healthcare organizations.
- Conducting SWOT and PESTEL analyses for hospital planning.
- Defining strategic objectives and measurable outcomes.
- Benchmarking and performance evaluation frameworks.

Day 3: Healthcare Finance and Budgeting

- Fundamentals of financial management in hospitals.
- Budget planning, allocation, and cost control strategies.
- Revenue cycle management and pricing models.
- Analyzing hospital financial performance indicators.

Day 4: Human Resources Management

- Workforce planning and competency mapping in healthcare.
- Employee engagement, retention, and motivation techniques.
- Performance evaluation and succession planning.
- Managing labor relations, conflict resolution, and workplace ethics.

Day 5: Quality Management and Patient Safety

- Implementing quality improvement systems in healthcare settings.
- Patient safety culture, reporting, and risk management.
- Accreditation standards and compliance requirements.
- Measuring and reporting healthcare quality outcomes.

Day 6: Operations Management

- Core hospital operations and process optimization.
- Capacity management and patient flow improvement.
- Supply chain and materials management in hospitals.
- Facilities and infrastructure maintenance strategies.

Day 7: Information Technology in Healthcare

- Electronic Health Records EHR and healthcare information systems.
- Data analytics for decision support and performance monitoring.
- Telemedicine, digital health, and mobile healthcare technologies.
- Cybersecurity, data governance, and patient privacy.



Day 8: Legal and Ethical Issues in Healthcare

- Healthcare regulations and compliance frameworks.
- Ethical decision-making and professional responsibility.
- Risk management and malpractice prevention.
- Patient rights, consent, and confidentiality protocols.

Day 9: Marketing and Community Relations

- Strategic marketing and branding in healthcare.
- Enhancing patient experience and satisfaction.
- Community health assessment and outreach initiatives.
- Public relations, media management, and crisis communication.

Day 10: Leadership and Change Management

- Leadership competencies for healthcare transformation.
- Managing organizational change and innovation in hospitals.
- Building and leading high-performing, multidisciplinary teams.
- Continuous improvement and sustainability strategies.

Individual Impact

- Strengthen leadership, analytical, and decision-making skills in healthcare management.
- Develop practical tools for financial planning, quality improvement, and operations optimization.
- Gain confidence in managing complex hospital systems and multidisciplinary teams.
- Build a strong foundation for career advancement in healthcare leadership.

Organizational Impact

- Improve hospital efficiency, financial performance, and service delivery.
- Enhance patient safety, care quality, and satisfaction.
- Strengthen strategic alignment between departments and leadership.
- Build institutional capacity for innovation, resilience, and continuous improvement.

Training Methodology

The program combines academic depth with experiential learning through:

- Case studies from international healthcare systems.
- Practical workshops and group projects on hospital planning and management.
- Interactive discussions on real-world healthcare challenges.
- Simulation exercises and performance improvement tools.



Beyond the Course

Upon completion, participants will be equipped to lead and manage hospitals strategically and effectively, ensuring operational excellence, regulatory compliance, and superior patient outcomes.

Graduates of this program will emerge as healthcare management leaders — ready to drive transformation and sustainability in the evolving world of healthcare administration.

