BLACKBIRD FOR TRAINING

Excellence in Hospitality & Transport Management: Health Sector

3 – 14 May 2027
Casablanca (Morocco)

Excellence in Hospitality & Transport Management: Health Sector

Ref: 321714_168558 **Date:** 3 – 14 May 2027 **Location:** Casablanca (Morocco) **Fees:** 7600 GBP

Why This Course

Delivering high-quality hospitality and efficient transportation in healthcare is essential for patient satisfaction and operational excellence. This intensive 10-day program equips participants with the skills and knowledge to manage healthcare hospitality services and transportation systems effectively. Through a mix of theory, practical exercises, and real-world case studies, attendees will learn to enhance patient experiences, optimize logistics, and integrate technology for superior service delivery.

What You'll Learn and Practice

By attending this course, you will be able to:

- Understand the unique challenges and opportunities in healthcare hospitality.
- Develop strategies to elevate patient experience through hospitality services.
- Master transportation logistics and management in healthcare environments.
- Apply best practices in healthcare facility management.
- Integrate technology solutions to improve service efficiency and outcomes.
- Lead and implement continuous improvement initiatives for healthcare operations.

The Program Flow

Day 1: Introduction to Healthcare Hospitality

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

Day 2: Patient Experience Management

- Understanding patient needs and expectations
- Designing positive patient experiences
- Service recovery strategies
- Measuring and improving patient satisfaction

Day 3: Healthcare Facility Management

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

Day 4: Food and Nutrition Services

- Dietary services and nutritional considerations
- Menu planning and patient meal operations
- Food safety and quality control

Day 5: Healthcare Transportation Fundamentals

- Types of healthcare transportation services
- Regulatory compliance and safety during patient transport
- Coordination with emergency services

Day 6: Transportation Logistics in Healthcare

- Route planning and optimization
- Fleet management and scheduling systems
- Inter-facility patient transfer management

Day 7: Technology in Healthcare Hospitality and Transport

- Patient management systems
- Telemedicine and remote monitoring applications
- GPS tracking and data analytics for service improvement

Day 8: Customer Service Excellence in Healthcare

- Communication and interpersonal skills for healthcare teams
- Cultural competence and empathy in patient care
- Handling difficult situations and conflict resolution

Day 9: Quality Management and Continuous Improvement

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

Day 10: Leadership and Change Management

- Leadership styles and team building in healthcare
- Change management strategies for service improvement
- Future trends and innovation in healthcare hospitality

Individual Impact

Participants will leave this program with:

- Practical skills to enhance patient experience and satisfaction.
- Ability to design and manage efficient healthcare transportation systems.
- Competence in implementing quality management and continuous improvement initiatives.
- Knowledge to integrate technology effectively for better service delivery.

Organizational Impact

Organizations will benefit from:

- Improved patient-centered care and operational efficiency.
- Streamlined transportation logistics for safer, faster patient transfers.
- Enhanced service quality and hospitality standards across healthcare facilities.
- Teams equipped to implement innovative solutions and continuous improvement strategies.

Training Methodology

- Interactive lectures and scenario-based exercises
- Hands-on workshops and group activities
- Case studies from real healthcare settings
- Practical application of hospitality, logistics, and technology strategies

Beyond the Course

By the end of this 10-day program, participants will be ready to:

- Implement patient experience enhancement plans in healthcare settings.
- Optimize healthcare transportation and logistics operations.
- Apply quality management principles to hospitality services.
- Integrate technology solutions to improve overall service delivery.