MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

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HEALTHCARE STRATEGIC MANAGEMENT SKILLS TRAINING

"Building Strategic Leaders for a Sustainable and High-Performing Healthcare Future"

Schedule

Venue (InHouse)	Fees
At Your Organization Premises	Ask For The Quotation

Introduction

Healthcare organizations today operate in a complex and rapidly changing environment that demands strategic thinking, effective planning, and innovative leadership. This course provides participants with the tools and insights to develop, implement, and evaluate healthcare strategies that enhance efficiency, quality, and patient outcomes. Participants will learn to align operational goals with long-term organizational vision, strengthen decision-making, and lead change successfully.

Objectives

- Understand the fundamentals of strategic management in healthcare organizations
- Learn how to formulate, implement, and evaluate healthcare strategies
- Analyze internal and external factors affecting healthcare performance
- Develop leadership and decision-making skills for strategic initiatives
- Apply performance measurement and monitoring tools to ensure success

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Why Attend

This training helps healthcare professionals enhance their strategic and leadership skills to navigate industry challenges, drive innovation, and achieve sustainable growth.

Target Audience

- Healthcare Executives and Directors
- Hospital Administrators and Managers
- Department Heads and Supervisors
- Policy Makers and Healthcare Consultants
- Professionals aspiring to strategic or leadership roles in healthcare

Individual Benefits

- Enhanced ability to think strategically and manage organizational change
- Improved leadership, planning, and analytical skills
- Stronger confidence in managing complex healthcare projects and policies

Organizational Benefits

- Improved alignment of operations with strategic objectives
- Greater efficiency, innovation, and competitiveness
- Sustainable growth and enhanced service quality in healthcare delivery

Instructional Methodology

Instructor-led sessions with case studies, group projects, interactive discussions, and practical exercises focused on real-world healthcare strategy development and implementation.

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Course Outline

Module 1: Introduction to Strategic Management in Healthcare

Module 2: Environmental Scanning and SWOT Analysis

Module 3: Strategy Formulation and Decision-Making Models

Module 4: Implementing and Monitoring Healthcare Strategies

Module 5: Leadership, Communication, and Change Management

Module 6: Measuring Performance and Evaluating Results

Module 7: Innovation, Technology, and Future Trends in Healthcare Strategy

Certification

Participants who complete the training will receive a Certificate in Healthcare Strategic Management Skills Training, recognizing their ability to plan, lead, and execute effective strategies within healthcare organizations.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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