

Live Online

## HOSPITAL MANAGEMENT AND OPERATIONAL EXCELLENCE DIPLOMA

*ENHANCE THE EFFICIENCY AND EFFECTIVENESS OF HEALTHCARE DELIVERY*

APPLY NOW 

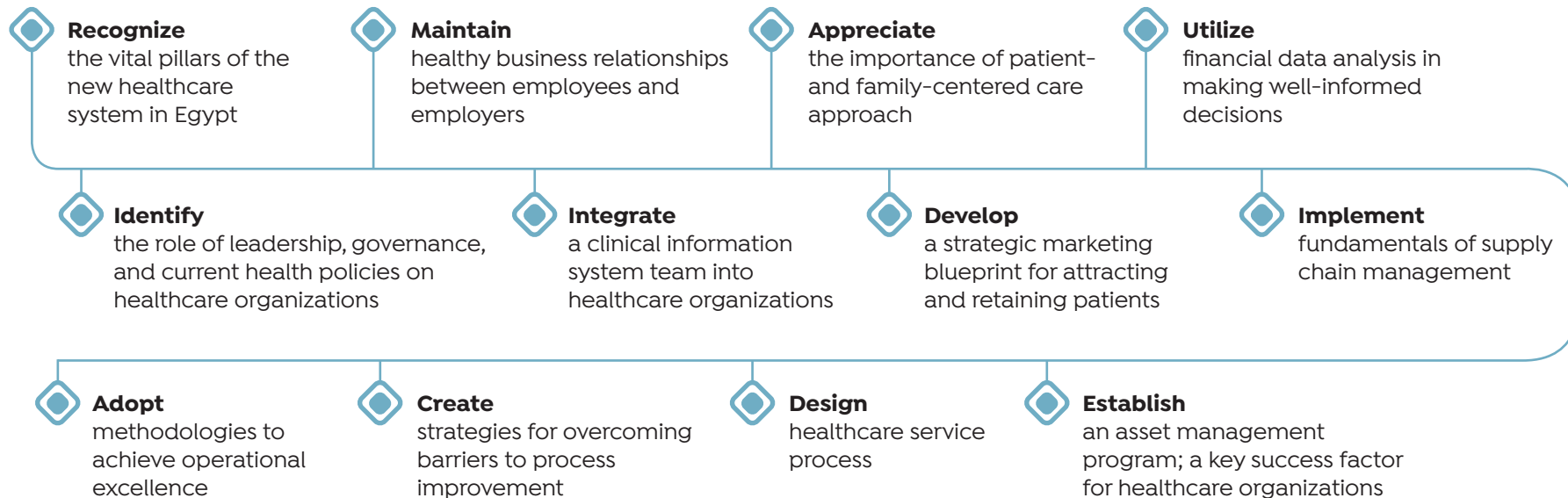
## Program Overview

The healthcare industry of the 21st century has one of the most complex structures compared to other global industries. Improving the efficiency and effectiveness of the healthcare delivery process, along with managing the expanding role of technology in healthcare services are key goals for organizations that aim to excel in such a competitive setting.

The hospital management courses enable participants to face and control challenges and efficiently run a successful healthcare organization.

Field visits to renowned hospitals will cover the practical approach through endorsing operational excellence, process management, and efficient resource management.

## Key Benefits



## Program Outline

Twice per week

### Healthcare Systems (12hrs)

This module focuses on the importance of the partnership between payer, provider and patients. It addresses the new healthcare ecosystem in Egypt, which aims to achieve high-quality patient care in a cost-effective manner.

### Health Policy and Governance (15hrs)

This module focuses on three substantive areas that are an integral part of the essential knowledge required by healthcare managers which are:

- (1) Leadership in Healthcare,
- (2) Healthcare Governance,
- (3) Healthcare Policy.

It will focus on practicality of applying those theories and providing global, regional, and national hands-on perspectives.

### People Management (12hrs)

Develop skills in managing people in organizations to maximize their performance through active learning and hands-on activities. This approach guarantees knowledge acquisition and skills development in alignment with the best practices in People Management.

### Information-Driven Healthcare (12hrs)

Dive deep into a detailed explanation of the modern concept of information systems in healthcare. This module discusses different types and methodologies related to the development of such systems and covers various ethical, technical and legal issues. All of the previous concepts are discussed in the context of the Electronic Medical Record (EMR) and associated clinical information systems.

## Program Outline

Twice per week

### **Healthcare Marketing and Patient Experience (24hrs)**

Understand how and why patients eventually choose a healthcare provider and get a comprehensive and holistic coverage of the entire discipline of marketing in healthcare. Highly practical and applicable, the module exhibits in-depth tools and techniques with which healthcare facilities can develop and implement marketing plans capable of supporting their reputation and success.

### **Financial Management (24hrs)**

Explore the fundamentals of financial management as well as the tools and techniques used to make a financial decision in the healthcare industry.

### **Healthcare Supply Chain Management (24hrs)**

Develop a firm foundation for mastering the tools and methods employed by operators to ensure 100% delivery of services 24/7. Gain practical guidance for leveraging supply chain principles to better manage healthcare resources and control healthcare costs.

### **Healthcare Asset Management (12hrs)**

Secure the knowledge and skills required to apply a highly systematic, cost-effective process in acquiring, planning, deploying, maintaining, operating, and disposing of the physical assets within the healthcare organization. Explore asset management key concepts, best practices, as well as the management of healthcare facilities and biomedical equipment.

## Program Outline

Twice per week

### Operations Management (12hrs)

The lack of resources, bottlenecks, backlog and the lack of a service-oriented culture are challenges healthcare facilities and hospitals face everywhere. Operation Management is at the heart of all these challenges. Acquire the knowledge, skills and attitudes needed to better manage hospitals using planning, organizing and control tools.

### Process Mapping and Improvement (12hrs)

Explore how to improve the quality of healthcare in a context of increased complexity and reduced resources, which is a significant global challenge. Acquire an excellent working knowledge of the processes, principles and techniques involved in the theory and application of process mapping techniques aligned with international standards and based on proven healthcare industry practice.

### Operational Excellence (30hrs)

Become better equipped to resolve issues in your organization by learning how to build a culture of excellence and how to overcome obstacles. Identify the proper tools that best suit your context and set the right metrics essential in efficient project management, achieving continuous improvement and ensuring operational growth.

## **Hospital Visits (8 visits/5hrs each)**

Observe and appreciate the best practices in the provision of healthcare services and become familiar with implementing the appropriate tools through well-planned and structured hospital visits.

## **Business Acumen Self-Paced Online (3 Courses)**

Effectively operating within a business setting and making a positive impact requires a certain set of skills and competencies. Explore critical 21st-century skills needed for today's business world, enabling passion and speed in dealing with different business situations.

\* For the most updated list of Business Acumen courses [CLICK HERE](#)

*Participants are advised to complete their certificate within the same cohort to maximize the value of group dynamics and program coherence.*

## Program Highlights



- Real-world case studies and applications
- Dynamic group and peer-to-peer discussions
- Healthcare oriented assignments and projects

*A full schedule will be shared upon registration*

## Who Should Attend?

### • Healthcare professionals

working in healthcare management and seeking to sharpen their knowledge and skills, as well as acquire a practical approach to establish a culture of excellence within their organizations.

### • Healthcare professionals

investing in healthcare projects and aiming to improve the services provided in their healthcare organizations, as well as maximize their profit and market share.

### • Hospital Administrators

aiming to excel at managing their organizations in a dynamic and competitive setting, and have a particular interest in better resource management and process control.

## Admission Criteria

- Bachelor's degree in Medicine, Pharmacy, Dentistry, Science, Nursing, Business Administration or equivalent
- Proficiency in written and spoken English
- A minimum of 3 years of relevant work experience (excluding training that is part of a degree e.g. the house-officer year for physicians)

## Program Fees

| Core program courses                          | for Egyptians     | for Non-Egyptians |
|---|-------------------|-------------------|
| Per 12 hrs course                             | EGP 4,100         | USD 200           |
| Per 15 hrs course                             | EGP 5,200         | USD 250           |
| Per 24 hrs course                             | EGP 8,300         | USD 400           |
| Per 30 hrs course                             | EGP 10,400        | USD 600           |
| Business Acumen online course fees per course | EGP 2,500         | USD 150           |
| Hospital visits per visit (Total of 8 visits) | EGP 850           | USD 50            |
| <b>Total program investment:</b>              | <b>EGP 79,400</b> | <b>USD 4,000</b>  |

[CLICK HERE](#) for payment options

## Certificate

Certificate of Completion from the School of Business will be granted to participants who complete at least 75% of the program's total hours.





## Scholarship Opportunities

Supporting our participants in their pursuit of lifelong learning is of paramount importance to us. For this reason, we offer a variety of scholarships to help support your professional development. Explore our scholarship options to find one that suits your circumstances.

### ◆ Alumni Advantage Program

Rekindle your passion for learning with our exclusive Alumni Advantage Program. As a valued AUC or AUC School of Business Executive Education alumnus, we invite you to benefit from a 10% discount on our diverse Executive Education programs, whether in-person, blended, or online. This distinctive offer adheres to our standard admission requirements and underscores our commitment to supporting your ongoing professional development.

*These exclusive benefits, adhering to our standard admission requirements, underscore our commitment to supporting the lifelong learning journey and professional development of our alumni.*

### ◆ Exclusive AUC Alumni Benefits

Rekindle your passion for learning with our exclusive benefits:

- AUC Alumni Advantage Program: As a valued AUC alumnus, we invite you to take the first course in our diploma programs complementary - free of charge or enjoy a 10% discount on our diverse Executive Education shorter programs, available in-person, blended, or online.
- School of Business Executive Education Alumni Discount: AUC School of Business Executive Education alumni receive a 10% discount on any of our Executive Education programs.

## Flexible Payment with Valu

To further support your professional journey, we offer flexible payment options through valu.

You can spread your Executive Education costs **over 6-60 months at a 1% monthly interest rate.**

Quick approval and no down payment are required.

For more details, please contact us at **16671**.

This service is exclusive to Egyptian nationals.

**valu\***



## Our Commitment

No matter where you are in your professional journey, at the AUC School of Business Executive Education, we design programs that support you every step of the way. There's always something to learn at every stage of your career lifecycle. From the moment you start your journey, and throughout your career trajectory, we design our programs to enrich your knowledge and extend the horizons of your vision. At the AUC School of Business Executive Education, our mission is to help you reach your growth goals of self-fulfillment and actualization.

Our programs provide a world-class experiential learning track in a collaborative environment of like-minded individuals. You will learn from acclaimed faculty members who deliver uniquely designed programs that offer practical solutions to business challenges. Ultimately, you will emerge with a new perspective that disrupts the status quo and generates creative solutions.

## AUC School of Business

Acting as a knowledge bridge between Egypt and the rest of the world, the AUC School of Business boasts an unrivaled reputation as the top private business school in Egypt and one of the best in Africa and the Arab world. Belonging to the 1% of business schools worldwide endowed with a “triple-crown” accreditation (AACSB, AMBA, and EQUIS), the School is dedicated to shaping the business leaders, entrepreneurs, and change agents of tomorrow by harnessing leadership, integrity, ambition, and excellence.

## AUC School of Business Executive Education

The AUC School of Business Executive Education was established in 1977 as a center of excellence to provide Egypt and the wider region with specialized executive education programs by offering open enrollment programs and business solutions to individuals and corporates.

Constant evolution and reinvention is the hallmark of our mission as we drive ourselves forward to increase our impact, maintain our relevance, and reflect the ever-changing business environment.

The School of Business has been ranked by the Financial Times (FT) as one of the best business schools worldwide that offer open enrollment executive education programs since 2013, ranking at 62 in 2023.

The AUC School of Business Executive Education is equipped with a full-fledged business solutions unit, with off-the-shelf and customized training programs, as well as coaching and assessment services.

The team works to facilitate, enable, and partner with businesses striving to achieve organizational excellence.



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