



POSTGRADUATE DIPLOMA IN HOSPITAL MANAGEMENT AND OPERATIONAL EXCELLENCE

BEST PRACTICE TO MANAGE STATE-OF-THE-ART
HEALTHCARE ORGANIZATIONS

Program Overview

The healthcare industry of the 21st century has one of the most complex structures compared to other global industries. Service providers ranging from public to private organizations are trying to adapt to new trends. 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.

Management teams and operations professionals are gaining more responsibilities and accountabilities than ever before. Healthcare organizations need to make up for lost time in the fields of people management, marketing, as well as sound financial decision making.

This Diploma is particularly designed for participants who aim to develop and enhance their knowledge and experience in hospital management as well as operational excellence.

The hospital management courses are an essential part of the diploma; building a solid base with a sophisticated approach to operational excellence. Thus, enabling the participant 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, which serves as a key foundation for managing reputable and prosperous healthcare organizations.

Learning Outcomes

- Recognizing the vital pillars of the new healthcare system in Egypt
- Designing healthcare service process
- Maintaining healthy business relationships between employees and employers
- Integrating a clinical information system team into healthcare organizations
- Appreciating the importance of the patient- and family-centered care approach
- Developing a strategic marketing blueprint for attracting and retaining patients
- Utilizing financial data analysis in making well-informed decisions
- Adopting methodologies to achieve operational excellence
- Creating strategies for overcoming barriers to process improvement
- Implementing fundamentals of supply chain management
- Establishing an asset management program that is a key success factor for healthcare organizations



Program Highlights



- 10 courses
- 40 hours of well-planned and structured hospital visits
- 3 online business acumen courses
- Real-world case studies and applications
- Dynamic group and peer-to-peer discussions
- Healthcare oriented assignments and projects

Participant Profile



- Healthcare professionals currently working in the healthcare management sector 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 who are investing in healthcare projects and aim to improve the services provided in their healthcare organizations, as well as their profit and market share.
- Hospital administrators who aim to excel at managing their organizations in a dynamic and competitive setting, and have a particular interest in better resource management and process control.

Program Highlights

real-world case studies



Participant Profile

Program Outline



A. Hospital Management Courses

- Healthcare Systems (12hrs) **(BHOE 520)**

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.

- Operations Management (12hrs) **(BHOE 521)**

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.

- People Management (12hrs) **(BHOE 522)**

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) **(BHOE 523)**

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.

- Healthcare Marketing and Patient Experience (24hrs) **(BHOE 524)**

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) **(BHOE 525)**

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

B. Operational Excellence Courses

• Process Mapping and Improvement (24hrs) **(BHOE 526)**

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 (24hrs) **(BHOE 527)**

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 achieving continuous improvement and ensuring operational growth.

• Healthcare Supply Chain Management (24hrs) **(BHOE 528)**

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 (24hrs) **(BHOE 529)**

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.

C. Hospital Visits

(BHOE 501, 502 & 503)

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.

* D. Business Acumen (Online)

Effectively operating within a business setting and having a positive contribution requires a certain set of skills and competencies.

The business acumen courses explore critical 21st-century skills needed for today's business world, enabling passion and speed in dealing with different business situations.

In addition to the core program of ten courses, participants need to choose three courses out of a dynamic list of business acumen topics.

- Design Thinking (BOBA 501)
- Emotional Intelligence (BOBA 502)
- Crisis Management (BOBA 503)

**The list of topics is dynamic; participants will need to check available courses at the time of admission.*

Admissions Criteria



- Bachelor's degree in Medicine, Pharmacy, Dentistry, Science, Nursing, Business Administration or equivalent
- 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)
- Proficiency in written and spoken English. As proof of English proficiency, applicants must attain satisfactory results in one of the following English tests:
 - Online English Placement Test (OEPT), offered by the AUC, with a minimum level of B1C. For test registration, [click here](#).

N.B.: Click on "New Student - Apply Here", create your own username and password and choose the "English Courses" application type.

- TOEFL iBT® with a minimum total score of 57
- Academic IELTS with a minimum total score of 4.5

Exemptions from these English examinations are allowed, if any of the following conditions are met:

1. The applicant is an AUC graduate.
2. The applicant has earned degrees from an accredited university that is classified in the World Higher Education Database (WHED) as an institution where English is the "sole" language of instruction.

Program Fees

- Core program courses fees:
 - **3,600 EGP** per 12hrs course
 - **7,200 EGP** per 24hrs course
- Business Acumen online course fees: **2,000 EGP** per course
- Hospital visits: **6,000 EGP** for the total 40hrs
- Total program investment: **69,600 EGP**

Online Registration



Registration for Fall semester will close on August 29, 2020.

For online registration, please click on the following link:

<https://bit.ly/33oxe0D>

Program Logistics

- All core courses are split into 3hrs sessions, conducted twice per week.
- The 10 core courses are conducted sequentially one after the other.
- The 40hrs of hospital visits are split into 3 phases, parallel to the course's progression:
 - 15hrs scheduled visits in the Spring and Fall semesters
 - 10hrs scheduled visits in the Summer semester
- Participants need to complete one business acumen course per semester, in order to complete the required three courses throughout their academic year.
- Optimum program length: a total of 32 weeks spread over a full academic year.

Semester	Fall					Spring			Summer	
Course (BHOE)	520	521	522	523	524	525	526	527	528	529
Duration	2w	2w	2w	2w	4w	4w	4w	4w	4w	4w
Hospital Visits	15 hrs					15 hrs			10 hrs	
Business Acumen	1 Course					1 Course			1 Course	

Days and hours

- Mondays and Thursdays from 6:00pm to 9:00pm

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

Locations



AUC NEW CAIRO CAMPUS



AUC TAHRIR CAMPUS



OFF-CAMPUS

As a response to the health and safety requirements of the current pandemic, the AUC School of Business Executive Education will be temporarily transitioning all its programs to online delivery until in-class, face-to-face delivery is safe again. To ensure that your learning experience is not disrupted, we will be offering all our programs through live-online (real-time/virtual classroom) sessions, allowing for in-program interaction and networking.

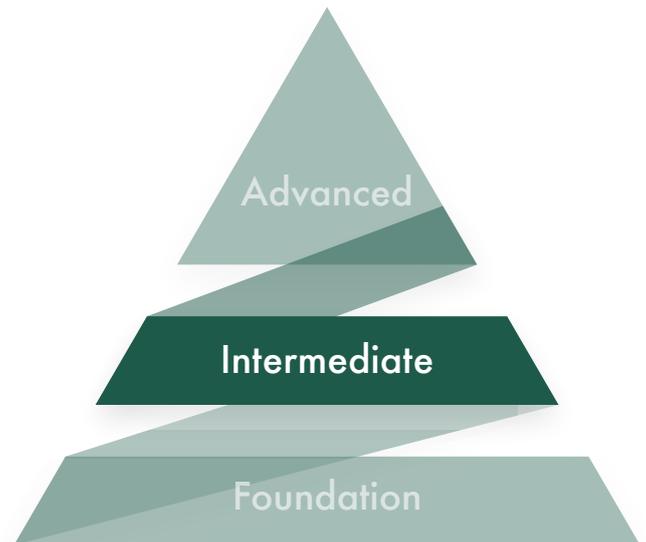
To stay up-to-date with AUC's actions in response to the spread of COVID-19, visit the dedicated COVID-19 webpage. <https://www.aucegypt.edu/coronavirus>

Our Commitment



The AUC School of Business is committed to empowering all those in search of knowledge, growth and excellence. No matter where you might be in your journey, we will strive to support you through each and every step.

At every stage of your professional career, there's something to learn. From the start of your journey as a young professional to the apex of your career as an expert, we've tailored programs that will enrich your knowledge and extend the horizons of your vision.



knowledge, growth
and excellence



The AUC School of Business Experience

In line with our new slogan “BUSINESS RECONFIGURED” and with a commitment to quality, excellence and innovation, the AUC School of Business acts as a catalyst for organizational change and excellence. Our executive education programs are a key channel to serve, connect and support our corporate stakeholders and society at large.

The School of Business is firmly committed to quality, the crest of the AUC. To offer the “Best in Class” programs, we are in a dynamic pursuit to regularly update content and teaching methods, as well as introduce new programs that reflect the changing requirements of the job market, all while leveraging the AUC quality brand.

Our programs stem from real-life needs and are developed to complement each stage of the participants’ learning journey, adding distinct value and knowledge to each and every applicant.

Top-tier Facilities

Extending over 260 acres, our state of the art New Cairo campus was crafted as an inclusive space encompassing everything from technologically advanced study areas and pioneering research centers to fully equipped training rooms and office spaces.

A Knowledge Hub

Home to the largest English language collection in Egypt, the AUC library is the hub of study, research and exploration on campus.

Expert research librarians are always available to assist you in hunting down information, whether in a book, online, or in a document in another library across the world.

** ExecEd participants have access to both the library and e-library while on campus.*

Prominent Faculty

Home to some of the most notable scholars in the region, members of the AUC faculty provide a wealth of professional experience, international qualifications and specialized expertise making their contributions of unparalleled value to our programs.

** School of Business Faculty design and/or deliver ExecEd programs.*

Influential Graduates

The AUC School of Business fosters communities of forward-thinking individuals, eager to interact, connect and exchange knowledge.

ExecEd participants gain access to an impressive network of Alumni, all committed to self-development, organizational excellence and impact.



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