POSTGRADUATE DIPLOMA IN HOSPITAL MANAGEMENT AND OPERATIONAL EXCELLENCE

ENHANCE THE EFFICIENCY AND EFFECTIVENESS OF HEALTHCARE DELIVERY

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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
- Identifying the role of leadership, governance and current health policies on Healthcare organizations
- 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

- 11 courses
- 40 hours of well-planned and structured hospital visits
- 3 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 Outline

Core Courses

• 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 (12hrs)

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.

• 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.
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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.

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.

Program Outline
• 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

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)

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
• Crisis Management
• Personal Branding
• Organizational Change

*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

Program Fees and Registration

• Core program courses fees:
  - 3,600 EGP per 12hrs course
  - 7,200 EGP per 24hrs course
  - 10,800 EGP per 30hrs 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*

*For payment options, please refer to the payment section FAQs on our website or contact us on 15592

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Program Logistics

• All core courses are split into 3hrs sessions, conducted twice per week.
• The 11 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.

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

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.

Consecutively since 2013, the School of Business has been ranked by the Financial Times (FT) as one of the best 75 business schools worldwide offering open enrollment executive education programs. Ranking at 67 in 2020 and maintaining a leading position as a regional platform for world-class education, the School further imprints its international positioning on the world map as the only ranked school in the Arab region and one of only three in Africa.
About AUC School of Business

Acting as a knowledge bridge between Egypt and the rest of the world, the AUC School of Business boasts an unrivalled 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.

Executive Education

Established in 1966, the School of Business Executive Education has cemented its position as a pioneer in the area of management development, supporting the development needs of professionals and executives in private and public sector organizations. The programs are fuelled by a commitment to excellence and a sense of responsibility towards developing the community’s business leaders, entrepreneurs, policy makers, and society at large.

The AUC School of Business Executive Education is also equipped with a full-fledged business solutions unit. With off-the-shelf and customized training programs, as well as coaching and assessment services, the unit works to facilitate, enable and partner with businesses striving to achieve organizational excellence.