Digital Transformation in Healthcare Institutions Training Course



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4100 € (Per Person)

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Course Introduction / Overview:

This training course is an essential program designed for healthcare leaders, administrators, and medical professionals who want to leverage digital transformation for better patient outcomes and operational efficiency. It moves beyond a focus on simple technology to address the strategic and cultural challenges of this complex journey. Participants will learn how to build a comprehensive digital strategy, from identifying key metrics to managing implementation and measuring success. The program covers key topics like business model innovation, data governance, and fostering a data-driven culture. It is informed by the work of authors like Eric Topol, whose book The Patient Will See You Now highlights how new digital tools can reshape the patient relationship and empower patients. This course at BIG BEN Training Center emphasizes a blend of strategic foresight and practical planning. By the end, professionals will have a clear, actionable roadmap for leading a successful digital transformation. This program is for any healthcare institution that wants to remain relevant and effective in a fast-changing world while also prioritizing patient safety and privacy.

Target Audience / This training course is suitable for:

- Hospital and clinic administrators.
- Healthcare IT and digital transformation managers.
- Medical directors and department heads.
- Nurses and medical staff.
- Public health officials.
- Anyone responsible for improving patient care.
- Healthcare consultants.

Target Sectors and Industries:

- Hospitals and Clinics.
- Public Health and Government Health Agencies.
- Pharmaceuticals and Medical Devices.
- Health Insurance and Payers.
- Biotechnology and Life Sciences.
- Telehealth and Remote Care.
- Government agencies and equivalent public sector organizations.

Target Organizations Departments:

- Healthcare Administration.
- Information Technology (IT).
- Patient Services.
- Strategic Planning.
- Medical Records.
- Operations.
- Compliance and Risk Management.

Course Offerings:

By the end of this course, the participants will have able to:

- Formulate a comprehensive digital transformation strategy.
- Diagnose their organization’s current digital maturity.
- Identify and prioritize key digital initiatives.
- Lead a team through the change management process.
- Build a roadmap for implementation and execution.
- Measure the impact of digital tools on patient outcomes.
- Overcome cultural and organizational barriers to change.

Course Methodology:

This training course uses a highly practical and project-based methodology. The program is built around a single, comprehensive case study that follows a healthcare organization's digital transformation journey from start to finish. Participants will work in teams to apply a variety of frameworks, like the Hype Cycle for Digital Health, to analyze challenges and develop solutions. The course is designed to be highly interactive, with hands-on workshops that allow participants to build a realistic roadmap for their own organizations. Each unit includes a project where participants must present their strategic choices and justify their decisions. Instructors at BIG BEN Training Center will provide expert guidance, helping participants navigate the complex interdependencies between technology, patient care, and compliance. This pragmatic approach ensures that participants leave with a clear understanding of the principles of digital transformation in healthcare and the practical skills to lead it in their own institutions.

Course Agenda (Course Units):

Unit One: The Foundations of a Digital Hospital

- Defining digital transformation and its core components for healthcare.
- The strategic benefits and risks of digital change for patients.
- Diagnosing your organization's digital maturity.
- The role of leadership in setting the vision.
- Case study on a hospital that successfully transformed.
- Identifying key digital opportunities and threats.
- Building a business case for digital investment.

Unit Two: Strategic Planning for Patient Care

- Developing a vision and mission for the digital journey.
- Using a patient-centric framework for digital projects.
- Identifying and prioritizing key strategic initiatives.
- Building a clear roadmap for implementation.
- The role of data and analytics in strategic decision-making.
- Planning for different transformation scenarios.
- Workshop on a digital strategy roadmap.

Unit Three: Managing the Change Process

- Understanding the cultural barriers to change in healthcare.
- Communicating the vision to doctors, nurses, and patients.
- Building a coalition of champions for transformation.
- The role of an agile mindset in a digital journey.
- Developing a change management plan.
- Overcoming resistance from within the organization.
- Case study on a hospital that failed to manage the change.

Unit Four: Technology and Service Delivery

- Identifying the right technology for your strategy.
- Understanding the role of electronic health records (EHR) and telehealth.
- Transforming core healthcare processes with technology.
- Managing the project lifecycle for a digital initiative.
- The role of cybersecurity and data privacy.
- Building a seamless patient experience.
- Workshop on a technology implementation plan.

Unit Five: Implementation and Sustainable Growth

- Developing a plan for piloting a new digital service.
- Establishing key performance indicators (KPIs) for digital projects.
- Measuring the return on patient value of your transformation.
- The role of a leader in ensuring long-term success.
- Building a culture of continuous learning and improvement.
- Final project presentation on a digital transformation plan.
- Review and feedback session.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can a healthcare leader, who is often bound by a legacy of bureaucracy and a focus on process, effectively foster a culture of agile experimentation and risk-taking that is essential for a successful and patient-centered digital transformation?

What unique qualities does this course offer compared to other courses?

This training course is unique because it is designed specifically for the healthcare sector, addressing the unique challenges and opportunities of a digital world. It recognizes that digital transformation is about improving patient outcomes, not just implementing new tools, and provides a clear framework for navigating the complexities of institutional change, privacy concerns, and stakeholder engagement. The curriculum is highly practical, with a focus on real-world case studies and hands-on workshops that allow participants to immediately apply new skills to their own institutions. Unlike a traditional technology course, this program emphasizes a patient-centric mindset, data-driven decision-making, and the measurement of clinical impact. It gives professionals a valuable skill set that combines strategic foresight with a deep understanding of technology and change management, preparing them to lead their organizations into a more responsive and effective future.