Strategic Healthcare Business Development and Investment Training Course

16 - 20 Nov 2026

Cairo

3700 € (Per Person)

Ref: #HOS5301_267800

Course Introduction / Overview:

The healthcare industry is experiencing a rapid transformation, driven by new technologies, evolving patient expectations, and shifting market dynamics. This training course is designed to provide healthcare executives, investors, and entrepreneurs with the strategic foresight and business acumen needed to identify and capitalize on new opportunities. It goes beyond traditional management to focus on market analysis, financial modeling, and the regulatory landscape for new ventures. We will explore how to develop a compelling business plan for a new hospital wing or a digital health startup, understand valuation methods, and navigate the complex world of healthcare mergers and acquisitions. The curriculum is informed by the foundational work of global experts like Regina E. Herzlinger, whose work on consumer-driven healthcare has shaped modern business models. This program provides a clear blueprint for turning innovative ideas into viable, profitable, and patient-centered businesses. BIG BEN Training Center is committed to empowering professionals to drive growth and investment in the healthcare sector, ensuring the future of care is both high-quality and financially sound.

Target Audience / This training course is suitable for:

- Healthcare executives and senior managers.
- Business development professionals.
- Healthcare investors and venture capitalists.
- Entrepreneurs in the healthcare technology sector.
- Strategic planners.
- Financial analysts.
- Hospital board members.

Target Sectors and Industries:

- Hospitals and hospital systems.
- Pharmaceutical and biotechnology companies.
- Medical device manufacturers.
- Digital health and health technology startups.
- Venture capital and private equity firms.
- Government health agencies.
- Healthcare consulting firms.

Target Organizations Departments:

- Business development and strategy.
- Finance and investment.
- Marketing and sales.
- Strategic planning.
- Mergers and acquisitions.
- Research and development.
- Operations.

Course Offerings:

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

- Conduct a comprehensive market analysis for a healthcare venture.
- Develop a compelling business plan and financial model.
- Identify and evaluate new business opportunities and partnerships.
- Navigate the regulatory and legal landscape of healthcare investment.
- Understand valuation methods for healthcare companies.
- Create a strategic growth plan for a healthcare organization.
- Master the principles of mergers, acquisitions, and joint ventures.
- Pitch a new healthcare business idea to potential investors.

Course Methodology:

This training course uses a highly interactive and case-based methodology to ensure participants gain practical, real-world business development skills. The program incorporates detailed case studies of successful and failed healthcare ventures, allowing participants to analyze key strategic decisions and market factors. We will use interactive workshops and simulations to practice critical skills like financial modeling, pitch preparation, and negotiation. The course includes group projects where participants will work together to develop a full business development plan for a new service line or healthcare startup. BIG BEN Training Center believes that hands-on training is essential for mastering strategic growth. Our expert facilitators will guide discussions and provide personalized feedback, ensuring that participants leave with the confidence and practical experience needed to drive innovation and investment in the healthcare sector.

Course Agenda (Course Units):

Unit One: Strategic Foundations of Healthcare Business

- The changing landscape of healthcare business.
- Market analysis and competitive intelligence.
- Identifying market needs and opportunities.
- Developing a business plan for a new healthcare venture.
- The role of innovation in healthcare growth.

Unit Two: Financial Analysis and Investment

- Fundamentals of financial modeling for healthcare businesses.
- Understanding valuation and due diligence.
- Sources of capital and fundraising strategies.
- Analyzing return on investment (ROI).
- Case studies in successful healthcare investments.

Unit Three: Strategic Partnerships and Alliances

- Mergers and acquisitions (M&A) in healthcare.
- Developing a joint venture or strategic alliance.
- Negotiation strategies and deal structuring.
- The legal and regulatory aspects of partnerships.
- Building and managing a portfolio of investments.

Unit Four: Go-to-Market Strategy and Execution

- Developing a go-to-market strategy.
- Marketing and sales for healthcare products and services.
- Understanding and engaging key stakeholders.
- Pricing strategies and reimbursement models.
- Managing business development teams.

Unit Five: The Future of Healthcare Investment

- Emerging trends in digital health and technology.
- Investment opportunities in specialized care.
- Global market expansion strategies.
- The role of big data and AI in healthcare business.
- Developing a personal business development roadmap.

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 healthcare executives and investors balance the pursuit of financial returns with the ethical obligation to improve patient outcomes and increase access to care?

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

This training course is a highly specialized program that focuses on the unique and critical field of healthcare business development and investment, which sets it apart from generic business courses. We address the specific challenges of a highly regulated and mission-driven industry, where financial success is intertwined with patient well-being. Our curriculum goes beyond theoretical frameworks to provide a practical, hands-on learning experience through realistic case studies and interactive exercises. The course distinguishes itself by emphasizing not only the financial and analytical skills needed for investment but also the strategic foresight required to identify and capitalize on a market that is constantly evolving. By focusing on both the business and the ethical aspects of healthcare growth, this program provides an invaluable skill set that is essential for any professional committed to a successful and impactful career in the healthcare sector.