Developing Strategic Planning and Management for Healthcare Facilities Training Course

14 - 18 Dec 2026

Barcelona

5900 € (Per Person)

Ref: #HOS7153_67671

Course Introduction / Overview:

In today's dynamic healthcare environment, a clear strategic vision is essential for success. This training course is designed to equip healthcare leaders and managers with the skills to develop, implement, and manage a strategic plan for their facilities. It goes beyond the theoretical to provide a practical framework for identifying market opportunities, understanding competitive landscapes, and aligning organizational resources to achieve long-term goals. We will delve into the complexities of data-driven decision-making, stakeholder engagement, and performance measurement. The curriculum draws on the foundational work of global experts like Jonathon S. Rakich, authors of Healthcare Strategic Planning. Participants will learn how to conduct a SWOT analysis, set measurable objectives, and create an execution plan those accounts for the unique regulatory and ethical challenges of healthcare. BIG BEN Training Center is committed to empowering healthcare leaders with the strategic foresight to navigate change and drive their organizations forward. This program provides the tools to build a resilient and innovative healthcare institution that can not only survive but thrive in a competitive market while remaining true to its mission of providing excellent patient care.

Target Audience / This training course is suitable for:

- Hospital and clinic executives.
- Strategic planning and business development managers.
- Department heads and senior managers.
- Quality improvement and patient safety officers.
- Healthcare consultants.
- Clinical leaders.
- Public health officials involved in policy.

Target Sectors and Industries:

- Hospitals and hospital systems.
- Private medical clinics and group practices.
- Government health agencies and public health departments.
- Academic medical centers.
- Long-term care and rehabilitation facilities.
- Medical device and pharmaceutical companies.
- Non-profit healthcare organizations.

Target Organizations Departments:

- Strategic planning and business development.
- Hospital administration.
- Operations and finance.
- Quality management.
- Clinical services.
- Human resources.
- Marketing and communications.

Course Offerings:

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

- Formulate a strategic vision and mission for a healthcare organization.
- Conduct comprehensive environmental analysis and SWOT analysis.
- Develop a strategic plan with clear, measurable goals and objectives.
- Align financial and human resources with the strategic plan.
- Implement and execute a strategic plan effectively.
- Use data analytics to monitor progress and adjust the strategy.
- Engage key stakeholders and build consensus for strategic initiatives.
- Navigate the complexities of change management in a healthcare setting.

Course Methodology:

This training course uses a practical, case-study-based methodology to ensure participants gain real-world strategic planning skills. The program incorporates detailed case studies of healthcare organizations that have successfully transformed their operations through strategic planning, allowing participants to analyze key decisions and outcomes. We will use interactive workshops where participants can practice conducting SWOT analysis, developing a strategic roadmap, and creating a Balanced Scorecard. The course includes group projects where participants will work together to build a complete strategic plan for a fictional healthcare facility. BIG BEN Training Center believes in a hands-on approach, providing templates and tools that participants can use to develop their own strategic plans. Our expert facilitators will guide discussions and provide personalized feedback, ensuring that participants leave with the confidence and practical experience needed to lead strategic initiatives that drive growth and innovation.

Course Agenda (Course Units):

Unit One: Foundations of Healthcare Strategic Planning

- The role of strategic planning in healthcare today.
- Understanding the external and internal environment.
- Developing a mission, vision, and values.
- Aligning strategy with organizational goals.
- The key players in strategic planning.

Unit Two: Strategic Analysis and Formulation

- Conducting an environmental scan and market analysis.
- Performing a comprehensive SWOT analysis.
- Identifying key strategic issues and priorities.
- Developing strategic goals and objectives (SMART goals).
- Formulating a strategic roadmap.

Unit Three: Implementation and Execution

- Turning a plan into action.
- Resource allocation and budgeting.
- Developing a performance management system.
- Leading strategic initiatives and managing projects.
- The importance of communication and buy-in.

Unit Four: Performance Monitoring and Evaluation

- Using a Balanced Scorecard to track performance.
- Developing and using key performance indicators (KPIs).
- Data-driven decision-making.
- Mid-course corrections and adapting the strategy.
- Reporting progress to stakeholders.

Unit Five: The Future of Healthcare Strategy

- Emerging trends and disruptive innovations.
- Planning for digital transformation and technology adoption.
- Building a resilient and adaptable organization.
- The role of mergers and acquisitions in strategy.
- Developing a culture of strategic thinking.

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 leaders develop a strategic plan that not only responds to current market pressures but also proactively anticipates future disruptions and technological advancements to ensure long-term sustainability?

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

This training course is a highly specialized program that focuses on strategic planning exclusively within the healthcare sector, which sets it apart from generic business strategy courses. We address the unique and complex challenges of healthcare, such as balancing financial viability with a mission-driven purpose and navigating a highly regulated environment. Our curriculum goes beyond theoretical frameworks to provide practical, hands-on training through real-world case studies and interactive exercises, giving participants the tools to create a plan that they can immediately implement. The course distinguishes itself by emphasizing data-driven decision-making and stakeholder engagement, which are essential for driving change in healthcare. By focusing on both the art and science of strategic planning, this program provides a comprehensive skill set that is essential for any leader committed to a high-performing and sustainable healthcare organization.