Strategic Healthcare Innovation and Change Training Course

21 - 25 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #HSM2898_276195

Course Introduction / Overview:

The healthcare landscape is undergoing an unprecedented transformation, driven by technological advancements, evolving patient expectations, and new regulatory pressures. Navigating this complex environment requires leaders who can not only envision innovative solutions but also masterfully guide their organizations through the challenging process of change. This course is meticulously designed to equip healthcare professionals with the dual competencies of fostering innovation and managing organizational change effectively. Drawing upon foundational change management principles, such as John P. Kotter's influential 8-step model, and insights from seminal works like "The Innovator's Prescription" by Clayton M. Christensen, participants will explore a comprehensive framework for driving sustainable transformation. This program moves beyond theoretical concepts to provide practical, actionable strategies for implementing new technologies, redesigning care delivery models, and cultivating a culture of continuous improvement. At BIG BEN Training Center, we are committed to empowering healthcare leaders to not just react to change, but to proactively shape the future of patient care and organizational excellence. This journey will provide the tools to lead with confidence, overcome resistance, and embed innovation into the very fabric of your healthcare organization.

Target Audience / This training course is suitable for:

- Healthcare Executives and Senior Leaders.
- Hospital Administrators and Managers.
- Clinical Directors and Department Heads.
- Physician Leaders and Chief Medical Officers.
- Senior Nursing and Midwifery Leaders.
- Quality Improvement and Patient Safety Specialists.
- Healthcare Project and Program Managers.
- Health Informatics and IT Professionals.
- Pharmaceutical and Medical Device Managers.
- Healthcare Policy and Strategy Planners.

Target Sectors and Industries:

- Hospitals and Integrated Health Systems.
- Primary Care Clinics and Outpatient Centers.
- Specialty Medical Practices.
- Long-Term Care and Rehabilitation Facilities.
- Pharmaceutical and Biotechnology Companies.
- Medical Device and Technology Manufacturers.
- Health Insurance and Payer Organizations.
- Public Health Organizations and Non-Profits.
- Government Health Ministries and Regulatory Agencies.
- Healthcare Consulting Firms.

Target Organizations Departments:

- Executive Leadership and C-Suite.
- Clinical Operations and Patient Services.
- Quality Assurance and Risk Management.
- Strategic Planning and Business Development.
- Information Technology and Health Informatics.
- Human Resources and Organizational Development.
- Finance and Resource Management.
- Nursing and Allied Health Services.
- Research and Development.
- Pharmacy and Therapeutics Departments.

Course Offerings:

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

- Develop a strategic vision for innovation tailored to their healthcare organization.
- Apply established change management models to guide complex transformation initiatives.
- Analyze and mitigate the common sources of resistance to change in clinical settings.
- Design effective communication plans to engage stakeholders at all levels.
- Evaluate the potential of emerging digital health technologies and telehealth solutions.
- Lead multidisciplinary teams in the implementation of new processes and care pathways.
- Foster an organizational culture that embraces continuous improvement and creativity.
- Utilize data analytics to measure the impact of change and inform future strategies.
- Navigate the regulatory and ethical considerations associated with healthcare innovation.
- Create a sustainable framework for embedding change into the organization's daily operations.

Course Methodology:

This training course from BIG BEN Training Center employs a dynamic and immersive learning methodology designed for maximum engagement and practical application. We believe that adult learning is most effective when it is interactive, relevant, and directly applicable to real-world challenges. The program is built around a blend of expert-led presentations, interactive group discussions, and collaborative workshops. A cornerstone of our approach is the extensive use of case studies drawn from leading healthcare organizations globally, allowing participants to analyze successful transformations and learn from documented failures. Participants will engage in role-playing scenarios to practice critical skills such as communicating change and managing resistant stakeholders. Team-based exercises will challenge groups to develop innovative solutions to complex healthcare problems and present their strategic implementation plans. Throughout the course, there will be ample opportunity for peer-to-peer learning and sharing of experiences, facilitated by our expert trainers who provide continuous feedback and coaching. This hands-on, problem-solving approach ensures that participants leave not just with new knowledge, but with the confidence and skills to lead change effectively within their own professional contexts.

Course Agenda (Course Units):

Unit One: Foundations of Change and Innovation in Healthcare

- The Imperative for Change in the Modern Healthcare Ecosystem.
- Defining Innovation: Incremental, Disruptive, and Transformational.
- Core Principles of Organizational Change Management.
- Introduction to Key Change Models: Lewin, ADKAR, and Kotter.
- The Unique Cultural and Structural Challenges in Healthcare Settings.
- Assessing Organizational Readiness for Change and Innovation.
- The Role of Leadership in Championing Transformation.

Unit Two: Developing a Strategic Framework for Innovation

- Cultivating a Culture of Creativity and Psychological Safety.
- Applying Design Thinking to Patient-Centered Problems.
- Scanning the Horizon: Identifying Emerging Health Technologies and Trends.
- Building a Compelling Business Case for Innovative Projects.
- Aligning Innovation Initiatives with Strategic Organizational Goals.
- Intellectual Property and Commercialization in Healthcare.
- Developing Innovation Hubs and Internal Incubator Programs.

Unit Three: Leading the Change Implementation Process

- A Deep Dive into Kotter's 8-Step Model for Leading Change.
- Identifying and Engaging Key Stakeholders: Mapping Influence and Interest.
- Crafting and Executing a Strategic Change Communication Plan.
- Building a Powerful Guiding Coalition to Drive Momentum.
- Generating Short-Term Wins to Build Credibility and Sustain Energy.
- Integrating Project Management Methodologies (Agile and Waterfall) in Change Initiatives.
- The Leader's Role in Modeling New Behaviors and Mindsets.

Unit Four: Managing Resistance and Navigating Complexity

- Understanding the Psychological and Systemic Roots of Resistance.
- Proactive Strategies for Anticipating and Mitigating Pushback.
- Techniques for Constructive Dialogue and Conflict Resolution.
- Coaching and Supporting Individuals and Teams Through Transition.
- Managing the "Neutral Zone": The Difficult Period Between the Old and the New.
- Addressing Change Fatigue and Maintaining Team Morale.
- Risk Management Strategies for Large-Scale Transformation Projects.

Unit Five: Sustaining Change and Driving Continuous Improvement

- Anchoring New Approaches into the Organization's Culture and Processes.
- Developing Metrics and KPIs to Measure the Impact of Change.
- Introduction to Lean and Six Sigma for Healthcare Process Improvement.
- Leveraging Data Analytics for Evidence-Based Decision Making.
- Creating Systems for Continuous Learning and Adaptation.
- Future-Proofing the Organization: Anticipating the Next Wave of Disruption.
- Developing a Personal Action Plan for Leading Change and Innovation.

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 balance the ethical imperative for patient safety and stability with the disruptive nature of radical innovation?

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

This course distinguishes itself by holistically integrating the two critical pillars of healthcare transformation: innovation and change management. While many programs focus on one or the other, we recognize that generating novel ideas is futile without the ability to implement them effectively. Our curriculum is specifically tailored to the unique context of the healthcare industry, addressing its complex regulatory landscape, deep-rooted professional cultures, and the paramount importance of patient safety. We move beyond generic business theories, using case studies and scenarios that are directly relevant to clinical and administrative environments. The methodology emphasizes practical application, ensuring participants learn not just the 'what' and 'why', but the 'how' of leading change. Participants will engage in sophisticated simulations that challenge them to navigate stakeholder resistance and communicate complex changes, skills that are essential for real-world success. The course fosters a deep, strategic understanding of how to build a resilient organizational culture that not only weathers change but actively seeks out and embraces innovation as a core driver of excellence and improved patient outcomes.