Healthcare Strategic Planning and Business Development Training Course

21 - 25 Dec 2026

Lisbon

4500 € (Per Person)

Ref: #HSM3862_106917

Course Introduction / Overview:

This comprehensive training course provides a deep dive into the critical disciplines of strategic planning and business development tailored specifically for the dynamic healthcare sector. In an industry marked by regulatory shifts, technological advancements, and evolving patient expectations, a robust strategic framework is no longer optional but essential for survival and growth. This program is designed to equip participants with the tools and methodologies needed to navigate these complexities. Drawing on foundational concepts from leading thinkers like Michael E. Porter and his seminal work, "Redefining Health Care," the course explores how to create and sustain competitive advantage through value-based models. Participants will learn to conduct thorough market analysis, identify growth opportunities, and formulate actionable business development plans. BIG BEN Training Center has structured this course to bridge the gap between theoretical knowledge and practical application, ensuring that attendees can translate strategic insights into tangible results, driving both clinical excellence and financial sustainability for their organizations.

Target Audience / This training course is suitable for:

- Healthcare Administrators and Executives.
- Hospital and Clinic Directors.
- Business Development Managers in Healthcare.
- Strategic Planning Managers and Analysts.
- Heads of Clinical Departments.
- Physician Leaders and Medical Directors.
- Healthcare Marketing and Sales Professionals.
- Healthcare Consultants and Advisors.
- Healthcare Project Managers.
- Entrepreneurs in the Health-Tech Sector.

Target Sectors and Industries:

- Hospitals and Health Systems.
- Private Medical Clinics and Practices.
- Pharmaceutical and Biotechnology Companies.
- Medical Device Manufacturing Companies.
- Healthcare Insurance Providers.
- Public Health Organizations and Government Agencies.
- Long-Term Care and Rehabilitation Facilities.
- Home Healthcare Services.
- Diagnostic Laboratories and Imaging Centers.
- Digital Health and Telemedicine Companies.

Target Organizations Departments:

- Executive Leadership and C-Suite.
- Strategic Planning and Corporate Development.
- Business Development and Sales.
- Marketing and Communications.
- Clinical Operations and Service Line Management.
- Finance and Budgeting.
- Quality Improvement and Patient Safety.
- Human Resources and Physician Relations.
- Information Technology and Digital Innovation.

Course Offerings:

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

- Develop a comprehensive healthcare strategic plan using proven frameworks.
- Conduct in-depth healthcare market analysis and competitive intelligence.
- Identify and evaluate new business development opportunities and growth avenues.
- Master techniques for service line planning and portfolio management.
- Formulate effective patient acquisition and retention strategies.
- Understand the financial implications of strategic decisions and create viable budgets.
- Navigate healthcare regulations and integrate compliance into strategic planning.
- Lead the implementation of strategic initiatives and manage change effectively.
- Utilize data analytics to inform strategic decision-making and measure performance.
- Foster strategic alliances and partnerships within the healthcare ecosystem.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical. We believe that adult learning is most effective when it combines expert instruction with hands-on application. This course moves beyond traditional lectures to create a dynamic learning environment where participants actively engage with the material. The program is built around real-world healthcare case studies, allowing attendees to analyze complex strategic challenges and develop viable solutions. Interactive group discussions, team-based exercises, and problem-solving workshops encourage collaborative learning and the exchange of diverse perspectives. Participants will have the opportunity to work on a simulated strategic planning project, applying the tools and concepts learned in each module. Our expert instructors facilitate sessions that are rich with practical examples and provide continuous, constructive feedback. This blended approach ensures that participants not only grasp the theoretical underpinnings of healthcare strategy and business development but also build the confidence and skills to apply them directly in their professional roles.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Planning in Healthcare

- The Strategic Imperative in the Modern Healthcare Landscape.
- Understanding the Healthcare Ecosystem and its Stakeholders.
- Core Concepts of Strategic Management and Thinking.
- Conducting a Comprehensive Situational Analysis (SWOT, PESTLE).
- Defining the Organization's Mission, Vision, and Values.
- Setting Strategic Goals and SMART Objectives.
- Introduction to Value-Based Healthcare Models.
- The Role of Leadership in Driving Strategy.

Unit Two: Market Analysis and Competitive Intelligence

- Techniques for Healthcare Market Segmentation and Targeting.
- Analyzing Patient Demographics and Population Health Trends.
- Conducting a Thorough Competitor Analysis.
- Identifying Market Gaps and Unmet Needs.
- Evaluating the Impact of Healthcare Policy and Regulations.
- Forecasting Future Trends in Healthcare Delivery and Technology.
- Utilizing Data Analytics for Market Intelligence.
- Mapping the Patient Journey to Identify Strategic Opportunities.

Unit three: Crafting Business Development and Growth Strategies

- Principles of Healthcare Business Development.
- Developing and Expanding Clinical Service Lines.
- Strategies for Patient Acquisition and Physician Alignment.
- Building Effective Healthcare Marketing and Branding Campaigns.
- Exploring Mergers, Acquisitions, and Strategic Alliances.
- Developing Business Plans for New Ventures and Services.
- Leveraging Digital Health and Telemedicine for Growth.
- International Market Entry Strategies for Healthcare Organizations.

Unit Four: Financial Planning and Operational Integration

- The Link Between Strategy and Financial Performance.
- Healthcare Budgeting and Financial Forecasting for Strategic Initiatives.
- Capital Planning and Investment Decision-Making.
- Developing Key Performance Indicators (KPIs) to Measure Success.
- Aligning Operational Capabilities with Strategic Goals.
- Resource Allocation and Optimization in Healthcare.
- Risk Management in Strategic Planning.
- Ensuring Financial Viability in a Value-Based Care Environment.

Unit Five: Strategy Implementation, Innovation, and Future Trends

- Creating an Actionable Strategy Implementation Roadmap.
- Managing Organizational Change and Overcoming Resistance.
- Communicating the Strategic Plan Across the Organization.
- Monitoring Progress and Adapting the Strategy.
- Fostering a Culture of Innovation and Continuous Improvement.
- The Impact of AI and Big Data on Healthcare Strategy.
- Strategies for Patient-Centered Care and Engagement.
- Developing a Personal Leadership Plan for Strategic Execution.

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 organizations balance the dual mandate of providing high-quality patient care with the financial imperatives of strategic growth and market competition?

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

This course distinguishes itself by providing an integrated and forward-looking perspective on healthcare strategy and business development. Unlike programs that treat these as separate functions, our curriculum emphasizes their symbiotic relationship, demonstrating how robust business development is a direct outcome of sound strategic planning. We move beyond generic business theories, offering content that is deeply contextualized for the unique regulatory, ethical, and operational realities of the healthcare sector. The course places a strong emphasis on practical application, using case studies drawn from leading global healthcare organizations to illustrate both successes and failures in strategic execution. Furthermore, the curriculum is not static; it is dynamically updated to reflect the latest trends, from the rise of digital health and telehealth business models to the shift towards population health management and value-based care. Participants will leave not just with a toolkit of analytical frameworks, but with a sophisticated understanding of how to build agile, resilient, and patient-centered organizations that can thrive in the complex healthcare landscape of tomorrow.