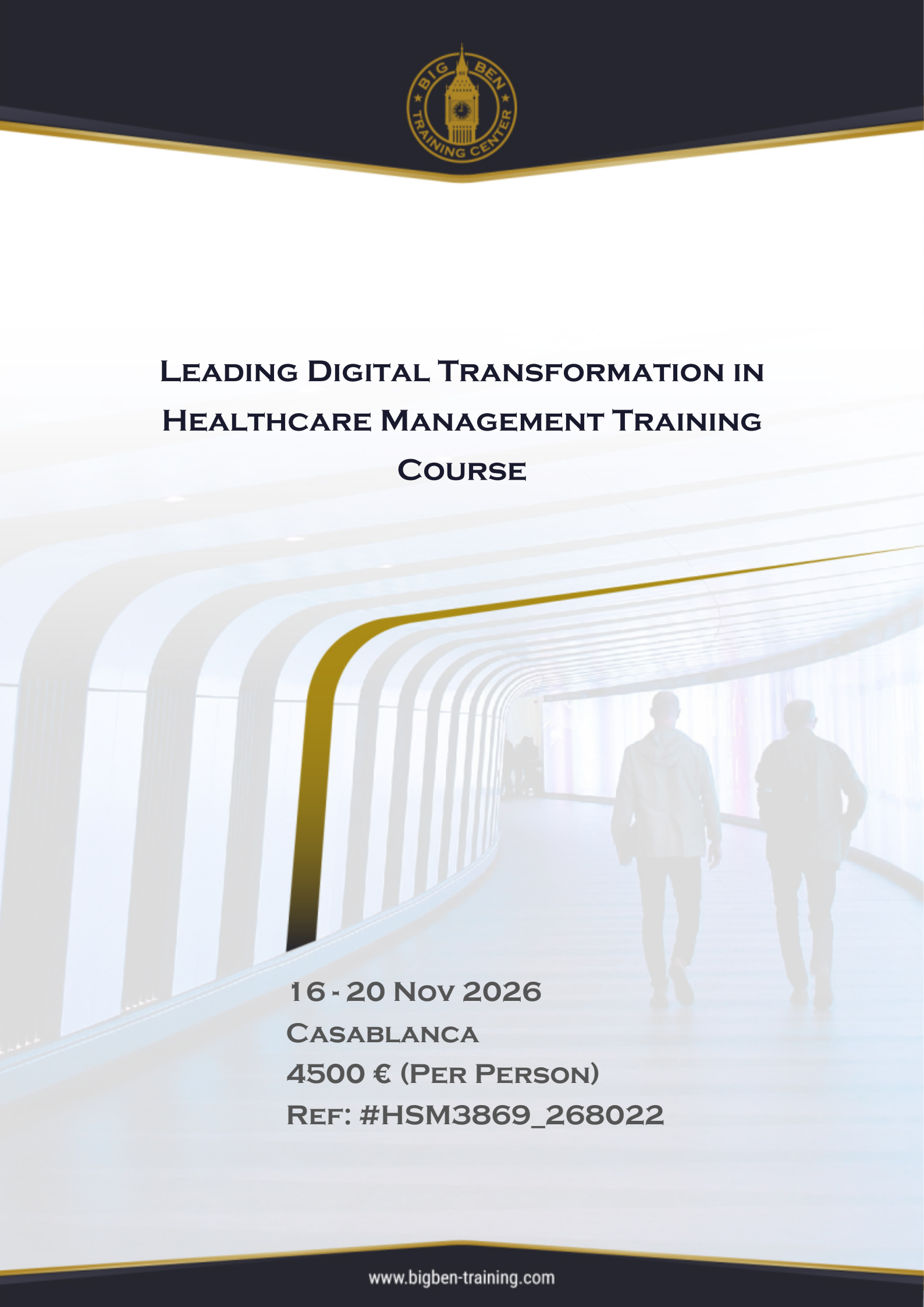
Leading Digital Transformation in Healthcare Management Training Course



16 - 20 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #HSM3869_268022

Course Introduction / Overview:

The digital age is reshaping how healthcare is delivered and managed, creating new opportunities for efficiency, patient engagement, and improved outcomes. This training course is designed to equip healthcare leaders and professionals with the strategic knowledge and practical skills needed to champion digital transformation initiatives. Participants will explore everything from electronic health records and data analytics to AI-powered diagnostics and telemedicine. The curriculum addresses the critical need to navigate technological changes while ensuring patient safety, data security, and regulatory compliance. As noted by academic author Dr. Eric J. H. de Graaff in his book "Digital Transformation in Healthcare," a successful transformation requires a strategic vision that aligns technology with organizational goals. BIG BEN Training Center is proud to offer a program that moves beyond a simple overview of digital tools to focus on a holistic, leadership-driven approach. You will learn how to build a digital-first culture, manage complex technology implementations, and measure the impact of your initiatives. This course empowers you to be a key driver of innovation, ensuring your organization can thrive in the digital era.

Target Audience / This Training Course is Suitable for:

- Healthcare administrators and managers.
- Chief Information Officers (CIOs).
- IT and digital health specialists.
- Strategic planners.
- Quality and patient safety officers.
- Chief Medical Officers (CMOs).
- Government health officials.

Target Sectors and Industries:

- Hospitals and medical centers.
- Digital health startups.
- Health insurance companies.
- Government agencies and health departments.
- Pharmaceutical and medical device companies.
- Outpatient clinics and specialist practices.
- Healthcare consulting firms.

Target Organizations Departments:

- IT and digital health.
- Operations and administration.
- Strategic planning.
- Patient experience and relations.
- Quality and performance improvement.
- Clinical services.
- Data analytics and business intelligence.

Course Offerings:

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

- Develop a strategic roadmap for digital transformation.
- Navigate the selection and implementation of health IT systems.
- Leverage data analytics for improved decision-making.
- Manage change and adoption of new technologies.
- Ensure compliance and security in a digital environment.
- Understand emerging technologies like AI and blockchain.
- Measure the return on investment of digital initiatives.

Course Methodology:

This training course uses a blend of case studies and practical workshops. Participants will work in groups to develop a digital transformation plan for a simulated healthcare organization, addressing real-world challenges like workflow integration and staff training. The curriculum includes hands-on workshops on data analytics, change management, and security protocols. Our instructors are seasoned digital health leaders with extensive experience who will provide direct insights and guidance. BIG BEN Training Center is committed to a collaborative and interactive environment where you can learn from your peers and build a professional network. The course is designed to be highly practical, ensuring that you leave with confidence and tools to effectively lead a digital transformation.

Course Agenda (Course Units):

Unit One: The Strategic Imperative of Digital Transformation.

- Understanding digital transformation in healthcare.
- Key drivers of change: patient demands, cost pressures, and outcomes.
- The role of leadership in driving digital change.
- Building a digital-first culture.
- The link between technology and patient experience.
- Assessing your organization's digital maturity.
- Case study: a hospital's digital transformation journey.

Unit Two: Foundational Health IT Systems.

- Electronic Health Records (EHR) selection and implementation.
- Understanding and leveraging health information exchanges.
- The role of data warehouses and business intelligence.
- Optimizing clinical and administrative workflows.
- Challenges of interoperability.
- Managing technology vendors and contracts.
- Workshop: an EHR system needs analysis.

Unit Three: Data, AI, and Analytics.

- The power of data analytics in healthcare.
- Using data to improve clinical outcomes and operational efficiency.
- Introduction to artificial intelligence (AI) in medicine.
- Predictive analytics for patient care and resource management.
- Ethical considerations of using AI and data.
- Building a data governance framework.
- Group project: a data-driven process improvement plan.

Unit Four: Patient Engagement and Virtual Care.

- The evolution of telemedicine and virtual care.
- Implementing patient portals and mobile health apps.
- Using technology to enhance patient communication.
- The role of social media in patient engagement.
- Building a comprehensive patient engagement strategy.
- Ensuring a seamless patient journey.
- Role-playing: a virtual care scenario.

Unit Five: Managing Change and the Future of Digital Health.

- Change management strategies for technology adoption.
- Training and supporting staff through transformation.
- Addressing cybersecurity and data privacy risks.
- Emerging technologies, like blockchain and the Internet of Things (IoT).
- The future of digital health and personalized medicine.
- Measuring the ROI and impact of digital initiatives.
- Final presentation: a digital transformation 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 leaders balance the need for rapid technological adoption with the ethical imperative of protecting patient data and ensuring that new systems do not create unintended access barriers?

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

This training course is unique because it is exclusively focused on leading digital transformation in healthcare. Unlike a general IT or project management course, it provides a comprehensive framework for the strategic, operational, and cultural aspects of digital change in a clinical setting. Our program emphasizes change management, data governance, and patient engagement with real-world applications. We use hands-on workshops and case studies from successful digital transformations to give you the skills needed to effectively champion and implement new technologies. This course is for leaders who want to move beyond a piecemeal approach to digital tools and drive a holistic, organization-wide transformation.