Strategic Healthcare Business Development and Growth Strategies Training Course



16 - 20 Nov 2026

Lisbon

4500 € (Per Person)

Ref: #HSM6183_68522

Course Introduction / Overview:

The healthcare industry is constantly evolving, requiring organizations to adopt innovative strategies for growth and business development. This training course is designed to equip healthcare professionals with the strategic mindset and practical skills needed to identify new opportunities, build strategic partnerships, and expand their market presence. Participants will explore everything from market analysis and competitive intelligence to digital transformation and service line expansion. The curriculum addresses the critical need to balance profitability with a commitment to patient care and ethical standards. As noted by academic author Michael E. Porter in his book "Competitive Strategy," sustainable growth is achieved by creating a unique position in the market. BIG BEN Training Center is proud to offer this program, which provides a comprehensive framework for navigating the complex and highly regulated healthcare market. You will learn how to create a compelling business case for new initiatives, manage stakeholder relationships, and use data to make informed decisions. This course empowers you to be a driver of change and growth, ensuring your organization can thrive in a dynamic and competitive environment.

Target Audience / This Training Course is Suitable for:

- Healthcare executives and administrators.
- Business development managers.
- Strategic planners and analysts.
- Medical practice owners.
- Hospital and clinic directors.
- Government health officials.
- Consultants in the healthcare sector.

Target Sectors and Industries:

- Hospitals and medical centers.
- Private clinics and specialist practices.
- Pharmaceutical and medical device companies.
- Health insurance providers.
- Medical technology startups.
- Government agencies and health departments.
- Healthcare consulting firms.

Target Organizations Departments:

- Business development and strategy departments.
- Marketing and sales departments.
- Hospital administration.
- Finance and investment departments.
- Strategic planning departments.
- Partnerships and alliances departments.
- Operations and service line management.

Course Offerings:

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

- Formulate a robust healthcare business development strategy.
- Identify and evaluate new market opportunities and service lines.
- Conduct a competitive analysis of the healthcare landscape.
- Develop and manage strategic partnerships and mergers.
- Implement effective pricing and financial models for new ventures.
- Use data and market intelligence to drive growth decisions.
- Navigate the legal and ethical challenges of healthcare business development.

Course Methodology:

This training course uses a project-based and case-study approach. Participants will work in groups to develop a business development plan for a simulated healthcare organization, addressing real-world challenges like market entry and competitor analysis. The curriculum includes hands-on workshops on financial modeling, market segmentation, and stakeholder mapping. Our instructors are seasoned business development professionals with deep industry knowledge who will provide personalized coaching and guidance. BIG BEN Training Center believes in a collaborative and interactive learning 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 a clear, actionable plan and the confidence to lead your organization to new levels of growth.

Course Agenda (Course Units):

Unit One: Strategic Foundations for Business Growth.

- Defining business development in healthcare.
- Analyzing the healthcare market and industry trends.
- Competitive intelligence and market positioning.
- Identifying new opportunities and service lines.
- Creating a business case for growth initiatives.
- The role of digital transformation in business development.
- Case study: a hospital's successful service line expansion.

Unit Two: Strategic Partnerships and Alliances.

- The importance of strategic partnerships.
- Identifying and evaluating potential partners.
- Negotiation and deal structuring.
- Managing a successful partnership.
- Mergers and acquisitions in the healthcare sector.
- Building a referral network.
- Workshop: a mock partnership negotiation.

Unit Three: Financial and Operational Growth Models.

- Developing a financial model for a new service.
- Pricing strategies in healthcare.
- Cost-benefit analysis and return on investment (ROI).
- Operational planning for expansion.
- Resource allocation and budgeting.
- Scaling a business model.
- Group project: a financial plan for a new clinic.

Unit Four: Marketing, Sales, and Stakeholder Engagement.

- Strategic healthcare marketing for growth.
- Targeting and segmenting patient populations.
- Building relationships with key stakeholders.
- Effective communication with investors and partners.
- Leveraging digital channels for business development.
- Patient acquisition and retention strategies.
- Discussion: the ethical considerations of growth.

Unit Five: The Future of Healthcare Business Development.

- Emerging technologies and their impact on growth.
- International market expansion.
- The role of value-based care in business strategy.
- Population health management as a growth strategy.
- Developing a long-term growth roadmap.
- Leading innovation and change.
- Final presentation: a growth strategy for a healthcare company.

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 pursuit of business growth and financial viability with their core mission of providing equitable and high-quality patient care?

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

This training course stands out because it is exclusively focused on healthcare business development and growth strategies. It is not a generic business course. It is a deep dive into the specific challenges and opportunities of a highly regulated and mission-driven industry. Our program emphasizes strategic planning, competitive analysis, and the importance of building partnerships and new service lines. We use hands-on workshops and real-world case studies to give you the practical skills needed to drive growth and innovation. This course is for leaders who want to move beyond simply managing operations and start proactively shaping their organization's future, ensuring they can deliver on their mission for years to come.