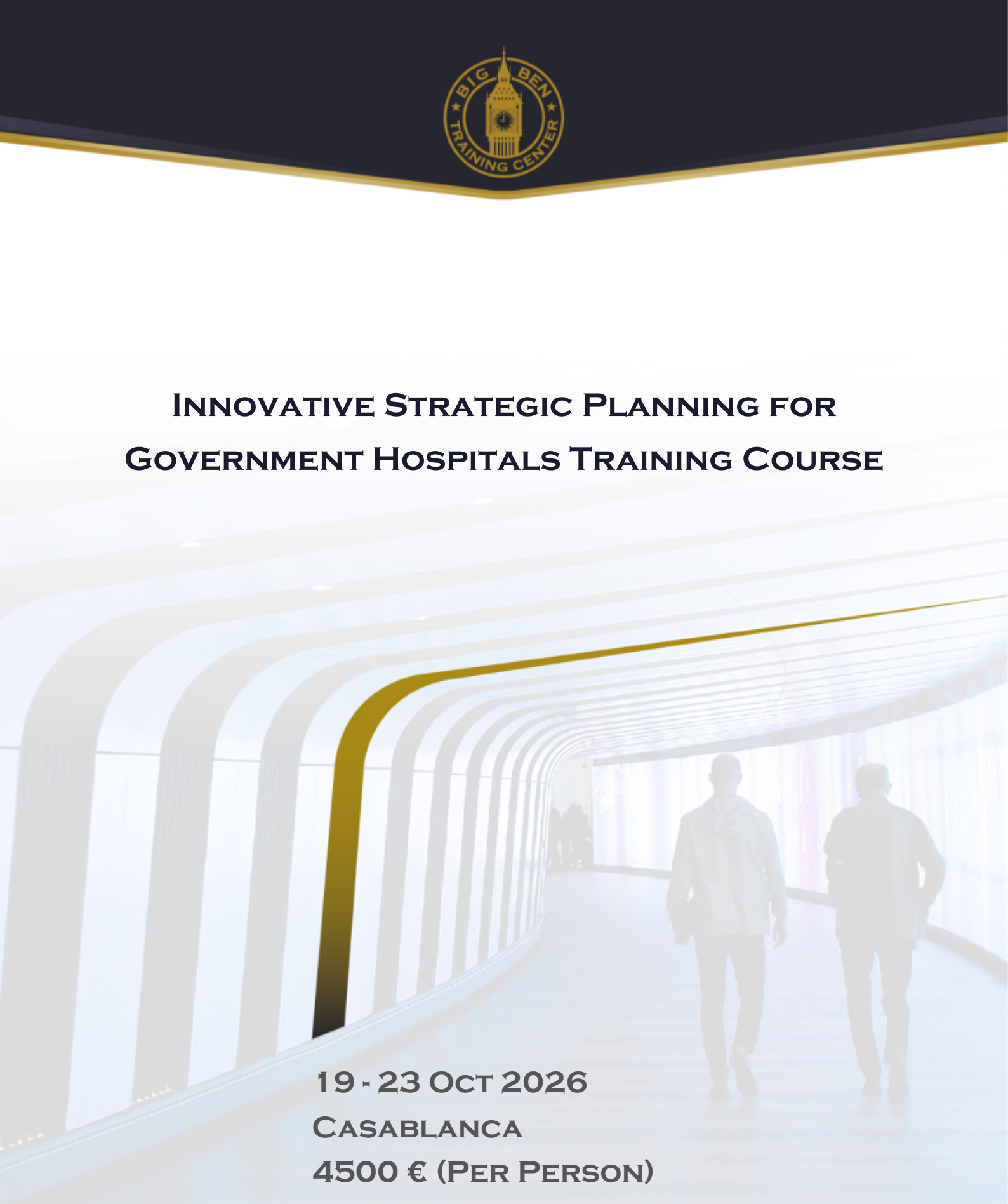
Innovative Strategic Planning for Government Hospitals Training Course



19 - 23 Oct 2026

Casablanca

4500 € (Per Person)

Ref: #HSM9755_267853

Course Introduction / Overview:

Government hospitals face the dual challenge of providing high-quality healthcare to a diverse population while operating within public sector budgetary and bureaucratic constraints. This training course is specifically designed to equip hospital leaders with the strategic planning skills needed to navigate this complex environment. Participants will learn how to align their operational goals with public health policy, manage resources effectively, and implement innovative service delivery models. The curriculum addresses the unique challenges of public healthcare, including equitable access, fiscal transparency, and community engagement. As noted by academic author Dr. Alan D. Meyer in his book "Health Planning: A Strategic Approach," effective health planning must move beyond a simple focus on services to a comprehensive approach that considers community needs and resource allocation. BIG BEN Training Center is proud to offer this program, which provides a practical and actionable framework for creating a strategic plan that improves patient outcomes and enhances public trust. You will learn to use data to drive decisions, build strong relationships with stakeholders, and foster a culture of continuous improvement, ensuring your hospital can fulfill its mission for years to come.

Target Audience / This Training Course is Suitable for:

- Hospital chief executive officers (CEOs).
- Hospital administrators and department heads.
- Strategic planning directors.
- Financial managers in the public healthcare sector.
- Medical directors and senior physicians.
- Government health officials.
- Public health managers.

Target Sectors and Industries:

- Government and public hospitals.
- Ministry of Health and other government health agencies.
- Community health centers.
- Academic medical centers.
- Medical regulatory bodies.
- Public health non-governmental organizations (NGOs).
- Healthcare consulting firms.

Target Organizations Departments:

- Strategic planning and business development.
- Hospital administration and executive leadership.
- Financial management and accounting.
- Human resources and public relations.
- Clinical services departments.
- Quality assurance and patient safety departments.
- Facilities and operations management.

Course Offerings:

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

- Formulate a strategic plan tailored to a government hospital's unique context.
- Analyze and forecast community healthcare needs.
- Align hospital operations with national and local health policies.
- Develop a sustainable financial model for public healthcare.
- Implement quality improvement and patient safety initiatives.
- Engage effectively with government bodies, communities, and stakeholders.
- Lead organizational changes to improve service delivery and efficiency.

Course Methodology:

This training course uses a mix of case studies and hands-on workshops to ensure practical application of the concepts. Participants will work in groups to develop a strategic plan for a simulated government hospital, tackling real-world problems like budget cuts and increasing patient demand. The curriculum includes workshops on data analysis, stakeholder mapping, and performance measurement. Our instructors are seasoned experts with extensive experience in public healthcare management who will provide direct feedback and guidance. BIG BEN Training Center is committed to creating 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 a clear, actionable plan and the confidence to lead your hospital towards a more sustainable and impactful future.

Course Agenda (Course Units):

Unit One: The Foundations of Public Hospital Strategy.

- Defining the role of government hospitals.
- Key challenges in public healthcare management.
- Developing a mission-driven strategic plan.
- Conducting a SWOT analysis for a public hospital.
- The link between strategy and public policy.
- Ethical considerations in strategic planning.
- Case study: a successful strategic turnaround in a public hospital.

Unit Two: Needs Assessment and Service Planning.

- Analyzing community health needs and demographics.
- Forecasting demand for hospital services.
- Resource allocation and optimization.
- Strategic planning for clinical and non-clinical services.
- Aligning services with public health priorities.
- The role of technology in service delivery.
- Workshop: a needs assessment for a regional hospital.

Unit Three: Financial Management and Resource Mobilization.

- Understanding public hospital funding models.
- Budgeting and cost control strategies.
- Developing a sustainable financial plan.
- Strategies for effective resource mobilization.
- Public-private partnerships as a financing tool.
- Ensuring financial transparency and accountability.
- Discussion: balancing public service and financial health.

Unit Four: Quality, Performance, and Change Management.

- Defining and measuring quality in a public hospital.
- Implementing patient safety and quality improvement initiatives.
- Using data to track performance and outcomes.
- Leading and managing organizational change.
- Fostering a culture of accountability and excellence.
- Staff engagement and professional development.
- Group project: a performance improvement plan.

Unit Five: Stakeholder Engagement and Public Relations.

- Identifying and mapping key stakeholders.
- Building trust with government bodies and the community.
- Effective communication and public relations strategies.
- Managing media relations during a crisis.
- Advocacy and policy engagement.
- The role of patient and community feedback in planning.
- Final presentation: a strategic plan for a government hospital.

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:

In what ways can government hospitals leverage strategic planning to overcome bureaucratic inertia and foster innovation in a system often resistant to change?

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

This training course is distinguished by its direct focus on the unique challenges of strategic planning for government hospitals. Unlike generic management courses, it addresses the critical need to balance public service with operational efficiency and financial sustainability. The curriculum provides a practical framework for analyzing community needs, developing sustainable financial models, and implementing quality improvement initiatives in a public sector context. We use hands-on workshops and real-world case studies to help you navigate the complexities of resource allocation and stakeholder management. This course is designed for leaders who want to create a clear, actionable plan that not only improves patient care but also strengthens their hospital's long-term viability and public trust.