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COURSE BROCHURE

Advanced Healthcare Strategic Management Training Course

25 July – 5 August 2027
Muscat

jupiterprime.uk
info@jupiterprime.uk
Registered in the United Kingdom and Saudi Arabia

Advanced Healthcare Strategic Management Training Course

Ref: 331_11328 **Date:** 25 July – 5 August 2027 **Location:** Muscat **Fees:** 9900 GBP

Healthcare Strategic Management at advanced level is a 2-week training course for hospital executives, medical directors and strategy and planning managers who decide which services a hospital grows, sustains or withdraws, and who leave with a draft hospital strategic plan and service line portfolio. Shifting population needs, new competitors and tighter funding now force hard choices about where hospitals invest. Jupiter Prime Training offers this course to leaders who set hospital direction.

Why Healthcare Strategic Management Matters Now

Three groups shape hospital strategy today: populations whose ageing and chronic disease change the mix of services they need, payers and commissioners who reward providers that manage cost and outcomes together, and clinicians whose support decides whether any plan reaches the wards. A hospital that manages strategy well concentrates resources on the service lines its community needs, keeps its board and medical staff aligned and turns plans into funded projects; one that manages it badly spreads investment thinly, duplicates nearby services and produces plans nobody follows. The course rests on PESTLE and SWOT analysis, portfolio models for service lines and the balanced scorecard with strategy maps.

Who Gains Most from Healthcare Strategic Management

- Executives accountable for hospital direction, growth and board reporting
- Medical directors who lead clinical departments and represent physicians in strategy
- Strategy and planning managers who prepare plans, business cases and market studies
- Service line leaders responsible for the performance of a clinical specialty
- Board members and committee secretaries who oversee strategy execution

A hospital gains most when its chief executive or deputy, a medical director and the head of strategy attend together and build one shared view of which services the hospital should lead.

Healthcare Strategic Management Capabilities

Participants move from population data and market signals to choices about service lines, investment and the measures a board uses to track execution.

- Assess population health needs and catchment demand — service planning decisions
- Analyse competitor and referral patterns with market share mapping — growth priorities
- Build a service line portfolio using attractiveness and capability criteria — executive committees
- Design a hospital strategy map and balanced scorecard — board oversight
- Align medical staff and clinical departments behind strategic priorities — medical leadership
- Specify an annual strategic planning and review cycle — strategy and planning offices

Key Healthcare Strategic Management Terms

- Catchment population — the community a hospital serves, defined by geography and referral patterns, used to estimate service demand.
- Service line — a group of related clinical services, such as cardiac or women's health, managed as one strategic unit.
- Portfolio analysis — rating each service line on market attractiveness and internal capability to decide where to grow, hold or exit.
- Strategy map — a diagram linking objectives across patient, process, people and finance perspectives to show how strategy creates results.
- Balanced scorecard — a set of measures across several perspectives that tracks whether strategic objectives are being achieved.
- Strategic planning cycle — the recurring sequence of analysis, choice, budgeting and review that keeps a hospital plan current.

Healthcare Strategic Management Day by Day

Day 1: The Strategic Context for Hospitals

- PESTLE Scan of the Health Sector — Forces Reshaping Hospitals
- Funding and Payer Model Shifts — Strategic Implications
- Hospital Mission, Vision and Values — Testing Strategic Fit
- Stakeholder Mapping for Hospitals — Board, Clinicians and Community
- Current Strategy Review — Lessons From the Last Plan

Day 2: Population Health and Demand Analysis

- Catchment Population Profiling — Age, Disease and Growth
- Burden of Disease Data — Priority Clinical Areas
- Demand Forecasting for Services — Beds, Theatres and Clinics
- Unmet Need and Access Gaps — Equity Considerations
- Referral Pattern Analysis — Where Patients Go Today

Day 3: Market and Competitive Analysis

- Competitor Mapping — Nearby Providers and Specialties
- Market Share by Service Line — Position and Trend
- Five Forces in Healthcare Markets — Bargaining Power and Rivalry
- Partnership and Network Options — Collaboration or Competition
- SWOT Synthesis for the Hospital — Strategic Issues List

Day 4: Service Line Strategy

- Service Line Definition and Ownership — Clinical and Managerial Leads
- Portfolio Matrix for Service Lines — Grow, Hold or Exit
- Centres of Excellence Decisions — Concentrating Expertise
- Service Line Financial Contribution — Margin and Volume
- Service Reconfiguration Options — Moving Care Between Sites

Day 5: Strategic Choice and Business Cases

- Strategic Options Appraisal — Criteria and Weighting
- Investment Business Cases — Capital, Revenue and Benefits
- Scenario Planning for Hospitals — Demand and Funding Futures
- Risk Appetite in Strategic Decisions — Board Tolerance
- Prioritising Strategic Initiatives — Sequencing and Capacity

Day 6: Strategy Maps and Balanced Scorecards

- Strategy Map Construction — Linking Objectives Across Perspectives
- Scorecard Measure Selection — Leading and Lagging Indicators
- Targets and Thresholds — Realistic Ambition
- Cascading Scorecards to Departments — Line of Sight
- Board Strategy Dashboards — Oversight Without Micromanagement

Day 7: The Strategic Planning Cycle

- Annual Planning Calendar — Linking Strategy, Budget and Workforce
- Operational Plans From Strategy — Department Objectives
- Capital Plan Alignment — Equipment and Estates Priorities
- Mid-Year Strategy Reviews — Adjusting Course
- Plan Documentation Standards — Clear and Concise Strategy Papers

Day 8: Clinical Leadership and Strategy Execution

- Medical Staff Engagement in Strategy — Physician Leadership Roles
- Clinical Directorate Models — Accountability for Results
- Strategy Communication to Staff — Narrative and Channels
- Strategic Project Portfolio Oversight — Strategic Delivery Office
- Overcoming Resistance to Service Change — Negotiation and Evidence

Day 9: Board Governance of Strategy

- Board Role in Strategy — Setting Direction and Challenge
- Board Strategy Sessions — Agenda and Preparation
- Strategic Risk Register — Board Assurance
- Community and Partner Engagement — Public Accountability
- Evaluating Strategy Outcomes — Annual Board Review

Day 10: Practising the Hospital Strategic Plan

- Applying Needs and Market Analysis — Plan Evidence Base
- Applying Portfolio Choices — Service Line Priorities
- Applying Scorecard Design — Plan Measures and Targets
- Applying Execution and Board Routines — Delivery Arrangements
- Completing the Hospital Strategic Plan and Service Line Portfolio — Board Submission

Applying Healthcare Strategic Management After the Course

- Prepare a catchment and referral profile for one service line and present to the executive team whether the hospital should grow, hold or reshape that service.
- Draft a one-page strategy map and six scorecard measures for the hospital's top three priorities and test them with the board chair or strategy committee.

Healthcare Strategic Management Questions FAQ

What is healthcare strategic management and why does it matter now?

Healthcare strategic management is the process of analysing needs and markets, choosing service priorities and steering a hospital towards them. It matters now because population needs, funding models and competition are changing faster than traditional planning cycles.

Which roles gain most from healthcare strategic management training?

Hospital executives, medical directors, strategy and planning managers, service line leaders and board members gain most. These roles make or challenge the choices about which services a hospital leads and how investment is directed.

How does this healthcare strategic management course differ from a healthcare innovation course?

It focuses on long-range choices about service lines, investment and board oversight rather than designing and piloting new care models. An innovation course develops new ideas, while this course decides where the hospital competes and how strategy is governed.

What do you bring back from healthcare strategic management training?

You bring back a draft hospital strategic plan with a needs analysis, service line portfolio, strategy map and scorecard. It gives your board and executive team a structured basis for the next planning cycle.

Healthcare Strategic Management: The Way Forward

The hospital strategic plan and service line portfolio gives executives, clinicians and the board one agreed statement of where the hospital will invest and why. Its first use informs which service line receives priority funding. Executives, medical directors and strategy managers use it in planning and board sessions, and after the first review the population forecasts and scorecard targets deserve a fresh test.