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COURSE BROCHURE

Advanced Healthcare Mini MBA Training Course

11 – 22 April 2027
Istanbul

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Registered in the United Kingdom and Saudi Arabia

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Ref: 741_27819 **Date:** 11 – 22 April 2027 **Location:** Istanbul **Fees:** 8500 GBP

Healthcare Mini MBA is a 2-week training course for clinical directors and hospital managers stepping into general management, ending with a health facility strategic plan. Hospitals now compete on access, outcomes and cost while workforce shortages and new care models redraw how services are run, so leaders trained only in clinical practice need business judgement fast. Jupiter Prime Training offers the Healthcare Mini MBA for that transition.

Why Healthcare Mini MBA Matters Now

Three forces push clinicians into business roles. Payers and boards ask for financial sustainability alongside clinical quality. Patients choose between providers and expect convenient, digitally connected services. Workforce scarcity forces leaders to redesign roles and retain scarce specialists. A facility led by managers who read accounts, price services and shape strategy can invest with confidence; one that is not tends to react late, overspend and lose talent. The course draws on the balanced scorecard, Porter's five forces, SWOT analysis and the international hospital accreditation standards published by Joint Commission International JCI, described in general terms.

Who Gains Most from Healthcare Mini MBA

- Clinicians newly accountable for a department budget and its staffing
- Nursing leaders who run multi-ward services and capacity
- Medical directors shaping service development and partnerships
- Allied health heads taking on cross-functional management posts
- Administrators preparing for executive roles in a health facility

A cohort of clinical and administrative leaders from one facility gains most, since a strategic plan needs both bedside and boardroom views.

Healthcare Mini MBA Capabilities

Participants turn clinical authority into general management judgement across money, markets, operations and people.

- Assess a facility's competitive position with SWOT and five forces — board strategy choices
- Interpret income statements, balance sheets and cash flow of a hospital — finance committees
- Build a service marketing mix for a new clinic — referrers and patients
- Design capacity and patient flow improvements — operations and nursing leaders
- Apply talent and retention strategies for scarce specialists — human resources partners
- Communicate a strategic plan with a balanced scorecard — executives and staff

Key Healthcare Mini MBA Terms

- Mini MBA — a short, intensive course covering the core disciplines of a Master of Business Administration for working managers.
- Balanced scorecard — a framework linking strategy to measures across financial, patient, internal process and learning perspectives.
- Service line — a group of related clinical services managed as one business unit with its own budget and results.
- Payer mix — the share of a facility's income coming from each type of funder, such as insurers or government.
- Contribution margin — income from a service minus its variable costs, showing what it adds towards fixed costs.
- Case mix — the range and complexity of patients a facility treats, which shapes resource use and income.

Healthcare Mini MBA Day by Day

Day 1: The Business of Health Care

- Health System Funding Models — How Money Reaches the Facility
- Porter's Five Forces for Providers — Competitive Pressure on Hospitals
- Stakeholder Map of a Facility — Patients, Payers, Clinicians and Owners
- Clinician-to-Manager Role Shift — New Accountabilities and Blind Spots
- Personal Leadership Baseline — Strengths for General Management

Day 2: Strategy for Health Facilities

- Mission, Vision and Strategic Intent — Direction for the Facility
- SWOT Analysis of Services — Choosing Where to Grow or Exit
- Service Portfolio Matrix — Balancing Growth and Core Services
- Partnership and Network Options — Alliances, Referrals and Outsourcing
- Scenario Planning — Testing Strategy Against Demand Shifts

Day 3: Reading Hospital Financial Statements

- Income Statement Structure — Revenue Streams and Cost Lines
- Balance Sheet and Assets — Equipment, Estate and Liabilities
- Cash Flow Statement — Liquidity for Payroll and Suppliers
- Financial Ratios for Providers — Margin, Days Cash and Debtor Days
- Payer Mix Analysis — Exposure to Funder Concentration

Day 4: Budgeting and Service Line Economics

- Departmental Budget Building — Staffing, Supplies and Activity
- Contribution Margin by Service — Which Clinics Fund the Rest
- Variance Reporting — Explaining Overspends to Finance Committees
- Capital Investment Appraisal — Scanners, Theatres and Beds
- Pricing and Tariff Negotiation — Contracts with Insurers

Day 5: Marketing Health Services

- Patient Segmentation — Needs of Distinct Patient Groups
- Service Marketing Mix — Access, Price, Place and Experience
- Referrer Relationship Building — Physician and Clinic Networks
- Digital Patient Engagement — Portals, Booking and Reputation
- Patient Experience Measures — Feedback Driving Service Design

Day 6: Operations and Patient Flow

- Capacity and Demand Modelling — Beds, Theatres and Clinics
- Lean Healthcare Methods — Removing Waste in Patient Journeys
- Length of Stay Levers — Discharge Planning and Bed Management
- Supply Chain Basics — Inventory of Medicines and Consumables
- Operational Dashboards — Daily Huddles and Visual Control

Day 7: Quality, Risk and Accreditation

- Patient Safety Systems — Incident Reporting and Learning
- Clinical Audit Cycle — Evidence for Practice Change
- Accreditation Readiness Approach — Preparing Survey Evidence
- Enterprise Risk Register — Clinical, Financial and Reputational Risks
- Quality Cost Trade-Offs — Investing in Prevention

Day 8: Leading People in Health Care

- Workforce Planning Models — Matching Skill Mix to Demand
- Retention of Scarce Specialists — Career Paths and Recognition
- Performance Conversations — Coaching Clinicians and Managers
- Organisational Culture Diagnostics — Just Culture and Engagement
- Change Leadership Models — Moving Teams Through Service Redesign

Day 9: Innovation and Digital Health Business Models

- Electronic Health Record Value — Workflow and Information Gains
- Telehealth Service Models — Reach Beyond Hospital Walls
- Business Case for Innovation — Benefits, Costs and Risks
- Ambulatory and Home Care Growth — Shifting Settings of Care
- Sustainability in Facilities — Energy, Waste and Estate

Day 10: Practising the Health Facility Strategic Plan

- SWOT and Portfolio Applied — Selecting Strategic Priorities
- Financial Projections Applied — Three-Scenario Budget for Priorities
- Workforce Plan Applied — Staffing the Chosen Strategy
- Balanced Scorecard Design — Measures for Each Priority
- Health Facility Strategic Plan — Board Presentation and Defence

Applying Healthcare Mini MBA After the Course

- Lead a contribution margin review of your department's services with the finance team and flag those needing redesign.
- Run a SWOT session with clinical and administrative colleagues and draft a balanced scorecard for one service line.

Healthcare Mini MBA Questions FAQ

What is a Healthcare Mini MBA and why does it matter now?

A Healthcare Mini MBA is a compact grounding in strategy, finance, marketing, operations and people leadership for health facility managers. It matters now because clinicians increasingly run budgets and services that compete on cost, access and outcomes.

Which roles gain most from a Healthcare Mini MBA?

Clinical directors, nursing leaders, medical directors and administrators moving into general management gain most. You benefit most if you already lead people but have had little formal business education.

How does a Healthcare Mini MBA differ from a single-discipline hospital management course?

A single-discipline course goes deep into one function such as finance or operations. The Healthcare Mini MBA links all core business disciplines into one strategic view of a facility, so you can weigh trade-offs between them.

What do you bring back from a Healthcare Mini MBA?

You bring back a health facility strategic plan with priorities, financial scenarios, a workforce plan and a balanced scorecard, ready to present to your executive team.

Healthcare Mini MBA: The Way Forward

The health facility strategic plan first informs which services the facility should grow, redesign or exit. Executives, department heads and finance committees use it to align budgets and staffing with priorities. After its first annual cycle, revisit the payer mix and workforce assumptions, since funding and labour markets shift faster than most plans expect.