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Healthcare Mini MBA

16 – 20 December 2012

Hyatt Regency Hotel, Dubai, UAE

*The essentials of the world's leading
healthcare MBA programmes –
in just five days!*



5 Key Business Benefits

1. **A 5-day** strategic healthcare leadership programme for healthcare executives, managers and clinicians
2. **Hands on**, interactive learning experiences to develop the skills and knowledge that are essential to becoming a future healthcare leader
3. **Networking** and collaborating with the region's most promising and progressive healthcare managers
4. **Total** immersion into the business of healthcare and what it takes to deliver sustained high performance
5. **First** hand look at the latest healthcare management innovations from the world's leading business schools and healthcare management gurus

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Meet Your Expert Course Director



Benedict Stanberry is a healthcare management consultant, lecturer and author with extensive experience of providing education, development and coaching programmes for healthcare managers and executives across the Middle East. He works with many of the region's leading healthcare organisations in both the public and private sectors.

His extensive list of regional clients includes:

- King Fahad Specialist Hospital, Dammam, KSA
- King Fahad Medical City, Riyadh, KSA
- Riyadh Care Hospital & National Hospital, Riyadh, KSA
- Saudi German Hospital Group, Jeddah, KSA
- Tamer Group, Jeddah, KSA
- King Hussein Cancer Center, Amman, Jordan
- Mafraq Hospital, Abu Dhabi, UAE
- Al Rahba Hospital, Abu Dhabi, UAE
- Al Noor Hospital, Abu Dhabi, UAE
- Dubai Healthcare City, Dubai, UAE
- Ministry of Health, Dubai, UAE

Originally trained as a lawyer, Ben received a LLB with honours in 1995 and a LLM in 1996, both from Cardiff University – one of the elite 'Russell Group' of leading British universities. Immediately upon graduation, Ben was appointed as one of the youngest ever faculty members of both the university's law school and business school, where he quickly developed his engaging and facilitative teaching style. He specialised in medical and healthcare law and was named Welsh Lawyer of the Year in recognition of his advocacy, teaching and advisory work with the National Health Service in Wales.

Following a move to management consulting in 2001, Ben worked with numerous public and private sector organisations – including the UK Ministry of Defence, Department of Health, LogicaCMG, Capgemini and Sanofi Avenis. During this time he also served as the interim chief executive of a Brussels-based healthcare NGO that lobbied and worked with the European Commission and Parliament.

In 2006, Ben briefly became a familiar face to millions in the UK when he beat over 10,000 applicants to become one of the stars of the BBC business reality show 'The Apprentice' after having fought a successful three year battle with advanced cancer, from which he was given only a 30 percent chance of survival. Later that year, he was appointed General Counsel and then Commercial and Legal Director of one of the UK's leading private healthcare providers. In the same year, Ben was elected as a Conservative Party politician in south west London where his responsibilities included overview and scrutiny of the delivery of healthcare services in the capital.

In 2008, Ben was awarded an Executive MBA scholarship by Henley Business School. One of the world's top business schools, Henley is consistently ranked Number 1 in the world for student quality by 'The Economist' magazine.

Ben is a Fellow of the Royal Society of Medicine and a Member of the Institute of Directors and the Institute of Healthcare Managers. He is a regular speaker on healthcare management issues at both national and international conferences.

Course Overview

The *Healthcare Mini MBA* provides both healthcare managers and clinicians who have management responsibilities with the essential skills and knowledge they need – both for personal career success and to lead their hospital, clinic or department in a competitive and ever-changing environment.

This five-day course is based on the core principles of a healthcare-focused MBA from a leading business school. Delegates receive a firm foundation in strategic health service planning and marketing, performance management, finance and budgeting, leadership and change without getting bogged down in excessive text book theory and concepts.

The course format mixes high energy teaching sessions with hands on leadership development activities that provide a forum for discussion, debate and peer-to-peer interaction. There is no better way to network with other high-potential healthcare managers from across the region: sharing experiences and collaborating to solve each other's healthcare management challenges.

Who Should Attend?

This course has been designed specifically for healthcare executives, senior managers, managers and clinical leaders who want to take their strategic management and leadership skills to the next level. It is particularly suitable for:

- Physicians, surgeons, senior nurses and allied healthcare professionals who are about to take on general management responsibilities for the first time
- Managers who are about to move out of a specialist role and into a broader general management role or who have been identified as having potential for general management
- Managers or department heads with cross-functional responsibilities who need to develop a 'big picture outlook'
- High-potential managers and clinicians whose healthcare organisations or line managers have identified them as future leaders
- Any healthcare professional looking to develop, broaden or refresh their general management skills, network with regional peers and share or benchmark best practices

Would you like to run this course in-house?

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Course Timings Registration and coffee will be at 07:30 on Day One. The programme will commence at 08:00 and conclude at 14:30 with lunch. There will be refreshment breaks at approximately 10:30 and 12:30.

Course Methodology

This course is highly interactive, involving a mixture of learning techniques including PowerPoint presentations to the class, role-playing, team exercises and peer-to-peer discussion. Delegates work both as part of a small team and individually – just as they do in their day-to-day roles – to tackle real-life case studies set in hospitals, clinics and health systems, from which invaluable lessons can be taken away and applied directly to the challenges delegates face in their own healthcare organisations.

Course Outline

Day One

Strategy And Strategic Service Planning In Healthcare

Having a clear strategy is essential for competitive advantage in today's tough healthcare market. A properly articulated strategy will chart the course of your health system, hospital, clinic or department: focusing the efforts of staff, reducing ambiguity and enabling the delivery of first class patient care.

On Day 1 you will gain the tools to think and act strategically when planning, developing and delivering healthcare services. The topics covered will include:

- The healthcare 'marketplace' and how to evaluate it
- The vital role of strategy, strategic service planning and strategic execution
- Understanding what your healthcare organisation needs to excel at to succeed
- The healthcare delivery value chain and healthcare value propositions
- Mapping your strategy into organisational performance

Day Two

Strategic Healthcare Marketing

The growing tendency of patients and healthcare consumers to go 'shopping' between hospitals, greater access to health information on the Internet and the rise of medical tourism are all making marketing – long practiced in other industries – ever more vital for success in the highly competitive business of healthcare.

On Day 2 you will discover how to understand the needs of healthcare customers, develop the services they want and communicate with them effectively. The topics covered will include:

- The healthcare marketing process
- Buyer behaviour in healthcare
- Creating a healthcare marketing strategy: segmentation, targeting and positioning
- The 'marketing mix' – applying the 7 'P's to healthcare
- Relationship marketing in healthcare – moving patients up the 'loyalty ladder'

Day Three

Managing People And Performance In Healthcare

Talent management in the region's healthcare sector is in crisis. There are critical shortages of clinical leaders, high staff turnover rates and serious

difficulties in finding and holding on to physicians, nurses and managers who have more attractive options in other regions. If ever there was a 'Perfect Storm' in talent management, it is most acute in healthcare in the Middle East. Now, more than ever, healthcare organisations that want to perform and compete at a high level in the region's healthcare economy need to recruit, retain and motivate top staff in a marketplace where turnover is high and qualified talent is scarce.

On Day 3 we show you how to strategically plan and benchmark your workforce needs; how to attract and keep great healthcare staff; how to provide a competitive 'total reward' package and how to motivate staff to deliver consistent high performance. The topics covered will include:

- Six steps to integrated workforce planning
- Employer branding – why would anyone want to work for you?
- Motivation – the (surprising) truth about what motivates healthcare staff
- The competencies of high-performing healthcare managers
- Structuring effective 'total reward' packages for healthcare staff

Day Four

Managing Financial Resources In Healthcare

The way healthcare is funded and paid for in the Middle East is undergoing sweeping reforms. Now, more than ever, healthcare managers need to understand the real cost of delivering care if they are to enable their healthcare organisation to navigate the challenges ahead and achieve sustained competitiveness.

On Day 4 you will learn and practice powerful tools you can take away and put to work immediately to transform your department or healthcare organisation's financial performance. The topics covered will include:

- How to accurately measure and understand healthcare costs
- The Healthcare Delivery Value Chain
- Time-Driven Activity-Based Costing in healthcare
- Using lean thinking to reduce healthcare costs
- Improving and transforming resource utilisation

Day Five

Leadership And Change In High Performing Healthcare Organisations

Change can be unsettling and difficult. Lots of healthcare managers and clinicians find it hard to cope with. That may help to explain why 70 per cent of hospital change initiatives fail. Yet being able to change is critical both to the success of a healthcare organisation and to delivering any kind of project or program which impacts upon that organisation.


On Day 5 we focus on the tools and techniques that will enable you to prepare for, respond to and manage change in healthcare. We will place delegates at the centre of their development as a leader of people and ideas, confronted by shifting sands in their environment. Becoming a changed leader will enable you to resolve real dilemmas and make choices about current and future courses of leadership action.

- The drivers of change in healthcare
- What healthcare leaders do: the change leadership task
- Assessing your team or organisation's readiness for change
- Pulling the 'levers' of change
- Embedding and measuring the effectiveness of change


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FIVE WAYS TO REGISTER

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Dubai, UAE

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DISCOUNTS AVAILABLE FOR 2 OR MORE PEOPLE

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Event	Course Fee Before 30 September 2012	Course Fee Before 21 October 2012	Final Fee
Healthcare Mini MBA 16 - 20 December 2012	US\$ 4,150	US\$ 4,650	US\$ 4,950

Course fees include documentation, luncheon and refreshments. Delegates who attend all sessions will receive a Certificate of Attendance.

WEB BC4650

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WOULD YOU LIKE TO RUN THIS COURSE IN-HOUSE?

Save training \$\$ and create learning experiences relevant to your business. To customise this course and increase value and impact, contact Leigh Kendall on +971 4 407 2624 or email the team at cts@iirme.com

All registrations are subject to our terms and conditions which are available at www.iirme.com/terms. Please read them as they include important information. By submitting your registration you agree to be bound by the terms and conditions in full.

Payments

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event. Only those delegates whose fees have been paid in full will be admitted to the event. You can pay by company cheques or bankers draft in Dirhams or US\$. Please note that all US\$ cheques and drafts should be drawn on a New York bank and an extra amount of US\$ 6 per payment should be added to cover bank clearing charges. In any event payment must be received not later than 48 hours before the Event. Entry to the Event may be refused if payment in full is not received.

Credit card payment

If you would like to pay by credit card, please tick here and a member of our team will contact you to take the details

Cancellation

If you are unable to attend, a substitute delegate will be welcome in your place. Registrations cancelled more than 7 days before the Event are subject to a \$200 administration charge. Registration fees for registrations cancelled 7 days or less before the Event must be paid in full. Substitutions are welcome at any time.

Avoid Visa Delays - Book Now

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible. Visas for non-GCC nationals may take several weeks to process.

All registrations are subject to acceptance by IIR which will be confirmed to you in writing.

Due to unforeseen circumstances, the programme may change and IIR reserves the right to alter the venue and/or speakers.

Event Venue:

Hyatt Regency Hotel, Dubai, UAE
Tel: +971 4 209 1234

Accommodation Details

We highly recommend you secure your room reservation at the earliest to avoid last minute inconvenience. You can contact the IIR Hospitality Desk for assistance on:

Tel: +971 4 407 2693
Fax: +971 4 407 2517
Email: hospitality@iirme.com



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