
Healthcare Management Essentials: Strategy, Finance, Quality and Operations Course

16 – 20 August 2027
Casablanca





Healthcare Management Essentials: Strategy, Finance, Quality and Operations Course

Ref: 329_21649 Date: 16 – 20 August 2027 Location: Casablanca Fees: 4000 GBP

Programme Summary

Healthcare management essentials is the subject of this five-day training course for senior clinicians, hospital directors and health ministry officials at managerial level, ending in a management improvement plan for one health service. Health services carry rising demand, tight budgets and high expectations of safety, yet managers often receive little structured preparation for the role. The approach moves from strategy and finance to quality and operations, then to a worked plan. Mars Training Centre UK delivers this programme in healthcare management essentials.

The Business Case

Clinical expertise alone does not control a budget, a waiting list or a staffing gap. Leaders who read cost reports, set measurable quality indicators and manage patient flow deliberately are better placed to protect care standards while keeping spending within agreed limits across public and private providers.

- Cost per Case: Becomes visible and controllable once budgets are linked to activity and unit cost.
- Patient Safety Indicators: Are tracked consistently when a defined indicator set and review routine replace ad hoc reporting.
- Patient Waiting Time: Falls where flow, capacity and staffing are planned together rather than by department.

Principles and Evidence Base

- Strategic analysis: Structured analysis of population needs, competitors and internal capability shapes the strategy work in Session 1.
- Benchmarking: Comparing cost and performance across hospitals underpins the finance review in Session 2 and the dashboard in Session 4.
- Cost control: Separating fixed and variable cost and tracing variance to its cause organises the financial work in Session 2.
- Continuous quality improvement: Testing small changes against agreed indicators guides the quality work in Session 3.

Intended Participants

- Senior clinicians who are taking responsibility for a unit, department or service budget.
- Hospital directors who set priorities and answer for performance across several functions.
- Ministry and health authority officials who oversee provider performance and resource allocation.
- Quality and operations leads who report indicators and manage patient flow.



The programme serves public hospitals, private health groups, primary care networks and health authorities.

Learning Outcomes

1. Participants will be able to construct a strategy statement and priority shortlist for a health service using structured analysis.
2. Participants will be able to diagnose cost and activity variances from a departmental budget report.
3. Participants will be able to evaluate patient safety and experience indicators and select improvement actions.
4. Participants will be able to prioritise changes to patient flow, capacity and staffing mix.
5. Participants will be able to design a performance dashboard that managers and clinicians can act on.
6. Participants will be able to justify a management improvement plan to a hospital board or health authority.

Programme Structure

Day 1: Strategy and the Health Service Context

How does a health service set a direction that fits the needs of its population and its resources?

- Strategic Analysis Tools for Health Services
- Population Needs and Stakeholder Map
- Service Line Portfolio Review
- Strategy Statement and Priority Shortlist
- Case Review of Public and Private Providers

Day 2: Financial Management and Cost Control

How are budgets, activity and unit cost linked so that spending can be explained and controlled?

- Budget Structure and Cost Centre Report
- Unit Cost and Activity Table
- Fixed and Variable Cost Split
- Hospital Benchmarking Comparison
- Cost Control Lever Register

Day 3: Quality, Safety and Patient Experience

Which measures show whether care is safe, reliable and experienced well by patients?

- Quality and Safety Indicator Set
- Incident Review Method
- Patient Feedback Loop
- Improvement Cycle Design
- Clinical Governance Report Layout



Day 4: Operations, Workforce and Performance

How do patient flow and staffing decisions shape throughput and team performance?

- Patient Flow Map
- Capacity and Demand Profile
- Rostering and Staffing Mix Review
- Team Motivation and Leadership Plan
- Performance Dashboard Design

Day 5: Applying Healthcare Management Essentials to One Health Service

Is the management improvement plan ready for a board or health authority to approve?

- Applying the Session 1 Priorities to the Chosen Service
- Testing the Session 2 Cost Report Against Activity Data
- Checking the Session 3 Indicators Against the Dashboard Layout
- Applying the Session 4 Flow and Staffing Changes
- Completing the Management Improvement Plan

Methodology

The programme is built around case analysis and structured exercises. Participants work with an anonymised hospital dataset and short cases from public and private providers, analyse them in small mixed teams of clinicians and administrators, and defend their conclusions before a simulated board.

- Suggested activity: Reading a departmental cost report and explaining each variance.
- Suggested activity: Selecting six quality indicators for a surgical ward.
- Suggested activity: Redesigning an outpatient clinic roster to reduce waiting time.

Capstone Output

Each participant completes a management improvement plan for one health service. It contains a strategy statement, a cost and activity review, a quality indicator set, a flow and staffing proposal and a dashboard design. Participants use it to brief a hospital board or health authority and to guide the first months of their management role.

Frequently Asked Questions

Is healthcare management essentials suitable for clinicians with no management background?

Yes. Healthcare management essentials is set at managerial level and assumes clinical or administrative experience, not prior training in finance or operations.



Which approaches does healthcare management essentials rest on in this training?

Healthcare management essentials rests on strategic analysis, benchmarking, cost control and continuous quality improvement, applied to hospital and health authority cases.

How is the improvement plan from healthcare management essentials used at work?

You use the plan from healthcare management essentials to brief your board or health authority, set budget priorities and agree quality indicators for your service.

How does healthcare management essentials differ from a hospital quality accreditation programme?

Healthcare management essentials spans strategy, finance, quality, operations and people for managers, while an accreditation programme centres on preparing for external survey standards.