



Certified Expert in Healthcare Innovation & Management Program

Empowering Future Leaders in Healthcare Innovation and Management

OVERVIEW

The healthcare industry is experiencing rapid transformation driven by technological advancements, changing patient expectations, and evolving healthcare systems. In this era of innovation, healthcare organizations, and professionals need to adapt and embrace new approaches to meet the challenges and opportunities within the global health sector.

The Certified Expert in Healthcare Innovation and Management program is a comprehensive and interdisciplinary course designed to give participants a deep understanding of the healthcare sector, its challenges, and opportunities. Spanning a duration of nine days, the program provides participants with an in-depth understanding of innovation principles, emerging trends, policies, and strategies for implementing innovative solutions in healthcare organizations and navigating this dynamic landscape.

The program seeks to empower healthcare leaders, industry practitioners, policymakers, and professionals to drive innovation, improve healthcare delivery, and achieve better patient outcomes.

PROGRAM OBJECTIVES

- Develop a comprehensive understanding of current trends and challenges in healthcare innovation and management.
- Equip participants with the skills to identify and evaluate healthcare innovation opportunities.

- Enhance leadership and management abilities to effectively implement and manage healthcare innovation projects.
- Foster an entrepreneurial mindset and skills to drive healthcare innovation initiatives.
- Cultivate collaboration and interdisciplinary teamwork to support successful healthcare innovation projects.
- Empower participants to become change agents and leaders in driving positive and transformative change within the healthcare industry.

PROGRAM BENEFITS

- Possess a comprehensive understanding of the healthcare industry, its challenges, and opportunities.
- Acquire knowledge of healthcare policies, regulations, and ethical considerations.
- Gain insights into emerging trends, technologies, and digital transformation in healthcare.
- Develop tactical skills for identifying and pursuing healthcare innovation.
- Learn strategic management principles and their application in healthcare organizations.
- Understand marketing strategies and patient engagement approaches in healthcare.

PROGRAM DIRECTOR

Prof. Margaret Atuahene

Member, State Interests & Government Authority (SIGA)
Lecturer, School of Public Health, University of Ghana

DURATION

9 days over 2 months

2024 INTAKE

February - March
June - July

TUITION FEE

USD 1,499.00

CONTACT

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Program dates, facilitators and fees are subject to change.

SCAN TO WHATSAPP US



Certified Expert in Healthcare Innovation & Management Program

WHAT YOU WILL LEARN

Foundations of Healthcare Innovation and Management

- **Module 1:** Fundamentals in Healthcare Innovation & Management
- **Module 2:** Healthcare Policy and Regulatory Frameworks
- **Module 3:** Healthcare Service and Patient Engagement
- **Module 4:** Health and Well-being for Healthcare Professionals

WHO SHOULD ATTEND

- Healthcare Managers and Administrators
- Policy Makers and Government Officials
- Non-profit Organizations and NGOs
- Healthcare Consultants and Entrepreneurs
- Pharmaceutical Companies and Pharmacists

LEARNING METHODS

- On Campus (In-Person)
- Live-Online

CERTIFICATION

- Certified Expert in Healthcare Innovation & Management

PROGRAM DIRECTOR & FACULTY

Program Director



Prof. Margaret Atuahene

Member, State Interests & Government Authority (SIGA)
Lecturer, University of Ghana.



Prof. Kwaku Atuahene-Gima

Executive Dean, NiBS



Mr. Ebo Richardson

Consultant in Organizational Strategy and Change, Digital Transformation & Technology Architecture



Prof. Kofi Osei Frimpong

Associate Professor of Marketing,
UM6P – Africa Business School



Mr. Mawuli Fidiely

Regional Health Officer,
Ministry of Health