

BUILDING A THRIVING HEALTHCARE BUSINESS

Healthcare management courses
and hands-on support



Bringing Theory and Practice Together

As owner or manager of a healthcare facility you know best how to give your patients the care they need. But do you know how to manage your healthcare facility efficiently and profitably in an ever-changing environment? Are you experienced in aligning medical, business, human resources and financial considerations in all performance areas? Managing a thriving healthcare business requires skills that are not necessarily taught in medical school or acquired in practice.

PharmAccess Foundation and Strathmore Business School have joined forces to design healthcare management courses and hands-on support, bringing together theory and practice, experience and ambition; all with the purpose of realizing lasting improvements to your healthcare business.

The courses combine the established strength of business leadership, management and entrepreneurship courses with unique healthcare modules. They build on the experience of participants, using real life case studies, presented by key experts. At the end of a course, you feel empowered to address your recurring challenges from a new perspective, allowing for lasting solutions.

Classroom sessions are followed by one-on-one sessions with a professional coach to guide you in identifying what it is that is ailing your healthcare business and implementing lessons learned from the courses.

Our professional team of advisors is there to provide hands on support in implementing improvements in day to day operations. Our advisors can also help you expand your business based on realistic growth strategies.

Our Integrated Approach

EDUCATION

Strathmore Business School's Managing Healthcare Business (MHB) Courses are offered at two different levels:

- The Executive **Managing Healthcare Business** Course is designed for experienced, academically schooled, healthcare managers in public and private healthcare facilities, with a view to deepening their management knowledge and expertise and applying learnings to their healthcare facility. The course is divided into four modules of four days, spanning a period of eight months.
- The **Foundations of Managing Healthcare Business** Course is a five day introduction course designed as a bridge to the Executive Course, for managers with a few years of experience in the field, aspiring an advanced career in healthcare management. The Foundations course introduces the key foundations for sound healthcare management. It follows the same curriculum as the Executive Course but in a more concise mode.

| CURRICULUM EXECUTIVE MANAGING HEALTHCARE BUSINESS | | | |
|---|--|---|---|
| Module 1 | Module 2 | Module 3 | Module 4 |
| Leadership and Management | Information Systems Management and Customer Care | Succession Planning, Business Ethics and Corporate Governance | Principles of Contracting and Health Products Procurement |
| Analysis of Business Problems and Business Proposal Development | Human Resource for Health Management and Talent Management | Strategic Healthcare Planning | Infrastructure Development and Equipment Management |
| Financial Management and Budgeting and Book Keeping | Marketing and Branding Healthcare Businesses | Quality Assurance | Operations Management and Excellence |

COACHING

Following the courses at Strathmore, you will receive two one-on-one coaching sessions with a certified professional coach. This Executive Coaching is specifically designed to enable you to rise above the scope of formal management and develop creative solutions for the challenges facing you in your business today.

Coaching helps you to think strategically and teaches you to inspire a shared vision, mission and values in your organization. During these sessions you will also review your leadership style and introduce changes to interrupt negative habits. Coaching elicits a high commitment to personal change and development.

WORK

The work pillar consists of hands-on business support. Advisors from PharmAccess' Health Management Solutions (HMS) team look into the functioning of specific areas of healthcare management such as human resources, clinical operations, information management, inventory management, and book keeping, amongst other business proponents, with the purpose of detecting obstacles and addressing them to optimize performance in all relevant areas.

Our advisors apply a helicopter view, demonstrating how one area affects the other and how processes can be better aligned. In partnership with senior specialists in hospital construction and medical equipment management, the team also advises on expansion of your business: we develop business plans, perform market analysis, functional lay-outs and floor plans for new or expanded healthcare facilities, make architectural designs and also advise on procurement, management and maintenance of medical equipment.

INSIGHTS FROM COURSE ALUMNI

Luiza Chepkombi

Quality Head, Cherangany Nursing Home

"In procurement, I now know how to prequalify suppliers, to ask for documentation and licenses so that we can know for sure we will receive quality products and from a reliable source."

Margareth Okiro

Administrator Siloam Hospital

"This course has provided new insights on the value of one's team. The primary asset of a business is a motivated employee."

Dr. Ken Okoth

Owner/Manager Ruai Family Healthcare Centre

"Now, in developing my growth strategy I am acting on the lessons learned from case studies in the course. I have also acquired knowledge on how to raise capital, with equity and funding. It has been very beneficial to listen to the coach's feedback and tap his experience."

Fees and Scholarships

The Executive MHB Course, followed by two coaching sessions and five days of individual on-site support is now offered at a temporarily reduced rate of **KES 250,000**. When procured separately the Executive course followed by two coaching sessions is priced at **KES 200,000**; the Foundations Course is priced at **KES 80,000**.

Advisory services can be procured in combination with the MHB course or separately. Prices

depend on the size of the assignment (number of work days) and the seniority of the advisor. Attractive financing options are available, including health education loans that allow you to pay back the tuition fee in terms at close to zero interest.

Per academic year PharmAccess has three full scholarships to offer to the healthcare facilities in its network that are most committed to improving quality and value proposition.



HOW TO SIGN UP

Want to know more? Please contact PharmAccess Program Manager Irene Karanja to help you find the support you need:

i.karanja@pharmaccess.or.ke | 0722584901

For further information on the Strathmore Business School Courses, you can also directly contact John Mwai at Strathmore's Healthcare Management Department:

sbshealthcare@strathmore.edu | 0728463036