

Strategic Planning Mastery: From Business Strategy to Execution – Hospital Managers Edition

4 – 8 October 2027
Vienna

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Training Center

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Ref: 59_37633 **Date:** 4 – 8 October 2027 **Location:** Vienna **Fees:** 5700 Euro

Course Overview:

Hospital systems are under pressure to deliver high-quality care while ensuring financial sustainability. The course is tailored for healthcare professionals seeking advanced strategic tools and execution frameworks to enhance performance.

This course equips participants to analyse the healthcare environment and develop data-driven strategies.

Target Audience:

- Hospital CEOs, General Managers
- Strategic Planning Directors
- Medical Directors and Clinical Leaders
- Health Quality and Risk Managers
- Healthcare Transformation Officers
- HR Directors in Healthcare Institutions

Targeted Organisational Departments:

- Strategic Planning & Transformation
- Hospital Performance Management
- Clinical Operations
- HR & Organisational Development
- Financial and Budgetary Planning
- Digital Health Strategy Teams

Targeted Industries:

- Public and Private Hospitals
- Health Ministries & Regulatory Bodies
- Health Insurance & Managed Care
- International and Non-Governmental Health Organisations
- Health-focused Consultancy Firms

Course Offerings:

By the end of this course, participants will be able to:

- Use strategic frameworks to assess internal and external environments SWOT, PESTLE, Porter's Five Forces.
- Apply the Balanced Scorecard to design and implement hospital-specific KPIs.
- Translate high-level strategies into department-level objectives and initiatives.
- Align strategic goals with patient-centric care and operational excellence.
- Conduct performance reviews and lead strategy execution using Scorecard dashboards.
- Benchmark hospital strategies globally and localise best practices.

Training Methodology:

- Case-based analysis
- Group workshops to construct strategy maps and KPI dashboards In group
- Hands-on Balanced Scorecard development sessions using Bergeron's healthcare KPI templates
- Daily reflection and feedback sessions to align learning with real work contexts

Course Toolbox:

- Strategic Planning ebooks
- Balanced Scorecard for Healthcare Toolkit Kaplan & Norton
- Hospital Strategy Map Templates
- Case Studies from Porter, Bergeron, and Britnell
- Performance Review Dashboards and KPI Libraries

Course Agenda:

Day 1: Strategic Thinking and Environmental Analysis in Healthcare

- **Topic 1:** Foundations of Strategic Management in Health Systems
- **Topic 2:** Understanding Strategic Competitiveness in Hospitals
- **Topic 3:** External Environment Analysis Using PESTLE
- **Topic 4:** Industry Dynamics and Five Forces in Healthcare
- **Topic 5:** Internal Analysis: Resources, Capabilities, and Core Competencies
- **Topic 6:** SWOT Analysis and Strategic Fit for Hospitals
- **Reflection & Review:** Insights on Strategic Diagnosis in Healthcare Institutions

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Day 2: Strategy Formulation for Health Organisations

- **Topic 1:** Value-Based Health Care Strategy
- **Topic 2:** Strategic Positioning and Competitive Advantage in Health Services
- **Topic 3:** Creating Unique Value Propositions for Patients
- **Topic 4:** Business-Level Strategy in Clinical and Non-Clinical Units
- **Topic 5:** Corporate Strategy in Multi-Hospital and Group Practices
- **Topic 6:** Service Differentiation and Market Segmentation in Healthcare
- **Reflection & Review:** Designing Patient-Centred and Competitive Strategies

Day 3: Strategic Performance Management with KPIs

- **Topic 1:** Balanced Scorecard Fundamentals and Healthcare Relevance
- **Topic 2:** Designing Vision and Strategy Maps for Hospitals
- **Topic 3:** Cascading Strategic Objectives Across Units
- **Topic 4:** Developing Clinical and Operational KPIs
- **Topic 5:** Integrating Learning & Growth Metrics with Staff Development
- **Topic 6:** Linking Financial, Patient, Process, and Innovation Goals
- **Reflection & Review:** Strategy-Driven Performance Culture in Healthcare

Day 4: Executing Strategy in Hospital Systems

- **Topic 1:** Strategic Execution Challenges in Healthcare Institutions
- **Topic 2:** Governance Structures and Executive Roles in Strategy
- **Topic 3:** Operationalising Strategic Plans and Projects
- **Topic 4:** Monitoring Performance with Scorecards and Dashboards
- **Topic 5:** Conducting Strategy Reviews and Adjustments
- **Topic 6:** Aligning HR, Incentives, and Organisational Culture
- **Reflection & Review:** Leading for Execution and Accountability

Day 5: Innovation, Global Benchmarking, and Future Strategy

- **Topic 1:** Strategic Leadership and Change Management in Health Systems
- **Topic 2:** Lessons from High-Performing Global Health Systems
- **Topic 3:** Incorporating Digital Health and Telemedicine in Strategy
- **Topic 4:** Entrepreneurship and New Business Models in Health
- **Topic 5:** Capstone Simulation: Designing a Hospital Strategy Map
- **Topic 6:** Strategy Presentation and Peer Feedback Session
- **Reflection & Review:** Final Review, Commitments, and Action Planning

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FAQ:

What specific qualifications or prerequisites are needed for participants before enrolling in the course?

Participants should be in mid- to senior-level roles within healthcare organisations. A background in management, clinical leadership, or strategic planning is recommended.

How long is each day's session, and is there a total number of hours required for the entire course?

Each session runs approximately 4–5 hours daily. The total instruction time is 20–25 hours over one week.

How does the Balanced Scorecard improve hospital performance?

By structuring performance metrics across financial, clinical, internal process, and learning domains, the BSC ensures a balanced and aligned hospital strategy. It links long-term vision to short-term actions while enabling data-driven performance reviews.

How This Course is Different from Other Strategic Planning Courses:

This strategy course, is editorially focused for the healthcare sector, distinguishing it from traditional business strategy programs. It utilises key tools from Kaplan & Norton's Balanced Scorecard, Porter's Value-Based Health Care principles, and Hitt's strategic management frameworks. Highlighting:

- Health-specific KPI development with Bergeron templates
- Customised strategy maps customised for hospitals
- Real-life International case studies from Mark Britnell
- Focus on execution and governance challenges in healthcare

Participants will gain not only from the gainable knowledge and practical artefacts, with implementation roadmaps ready for immediate use in hospital settings.