



# Update in Medical Management

## **Leadership and Management Development and Educational Platform for Hospital Physicians and Hospital Managers**

Healthcare faces dramatic changes in customer behavior, market dynamics and regulatory demands. We bring a diverse and deep experience to every healthcare engagement to fuel innovation and reduce the cost and complexity of all operations. Hospitals recognize they need to deliver greater value and higher quality of care at a lower cost.

Healthcare organizations need to be both cost effective and innovative, rebalance towards growing profit pools, implement viable leadership strategies for emerging markets, realign go-to-market systems, and address the needs of a growing range of constituents.

Healthcare delivery systems must align themselves to integrate care while preparing to take on more accountability for patient outcomes and the cost of care. Hospitals across the healthcare industry recognize they need to deliver greater value—higher quality of care at a lower cost. To some extent, this pressure comes from changing government policies. But employers, consumers and providers are making similar demands. The result: all subsectors of the healthcare industry must take action to address the changing environment.

This new platform and congress organization will provide dedicated development, education and support in a range of strategic, financial, operational and quality services.

Dedicated and customized sessions will be guided by experienced professionals in their field (business schools, healthcare industry, medical societies, hospital managers, others). This complement of expertise is backed by an experienced team, that distinguishes us in the market and delivers dynamic solutions in most complex challenges.

Different from other providers, these development series are closely focused in the hospital environment and its unique setting. Reflecting on actual hospital and departmental organizational issues, our customized professional sessions will have a deeper look in several challenges and closely guide the attendees to reach evidence-based solutions.

Our main objective and goal is to provide added value for hospital-based health care providers. It's driven by leadership in managing care (safe and high quality of care) customer intimacy (patient experience) and operational excellence (efficient use of available resources).

Several topics will be covered by our professional faculty members:

- Sustainable Leadership
- Vision, Mission, Strategy and Implementation
- Financial Planning & Investments
- cost reduction strategy
- Medical Operations and Design Services (supply chain management, operations improvement, Operational Excellence and Lean Management – Logistics)
- Service Leadership (patient centric and value based)
- Medical Technologies, Apps & Evolutions
- Medical Implementation of Artificial Intelligence and Machine Learning
- Statistics
- ICT
- Medical Marketing
- HRM (selection and recruitment, career planning, coaching and training, leadership development
- Negotiation
- Service line strategy and physician alignment
- Compliance support
- Accreditation
- Hospital Networking
- ...