



Strategic Management Program for Health Facility Middle Managers

Course Overview

The Department of Health (DOH) envisions the Filipinos to be among the healthiest people in Southeast Asia by 2022 and in Asia by 2044. Its mission is to lead the country in the development of a productive, resilient, equitable, and people centered health system for Universal Health Care.

Also, the current global health pandemic situation drastically changed the social environmental landscape, thus, necessitates the upscaling and retooling of health leaders to enable them to address effectively and efficiently the pressing needs of the stakeholders.

Course Objectives

The program intends to equip the participants with concepts, frameworks, principles, and innovative tools in Strategic Management that will assist them to perform all intents and purpose of their mandated functions.

The program will also strengthen the participants' problem-solving, decision-making, and team-building skills in the new setting that they will be actively involved in.

Course Outcomes

At the end of the twelve (12) half-days, participants will have sharpened their Strategic Management skills and learned how to use the tools required from an effective health facility leader, which include:

- SAPPADAPA
- The Logical Framework
- Balanced Scorecard
- Strategy Formulation and Execution
- Monitoring and Evaluation
- Innovative Project Tools

Who Should Attend

1. Identified Facility Middle Managers (from Private or Government Hospitals)
2. Health Leaders

Course Fee

PH 62,400 (Filipinos); USD 1,248 (Foreigners)

The fee covers teaching cost, case pack, learning and instructional materials, access to learning tools, licenses, and AIM certificate

What You Will Learn

- Leading in the VUCA (Volatile, Uncertain, Complex, Ambiguous) world
- Understanding Complex Issues through Systems Thinking
- Program and Project Visioning and Planning
- Strategic Innovation and Execution
- Overview on Artificial Intelligence and Machine Learning

Module Titles

1. Bridging Leadership
2. Systems Thinking
3. Program and Project Management
4. Finance for Non-Finance Leaders
5. PPP Concepts
6. Asset Management
7. Infrastructure Procurement
8. Strategic Management
9. Data Analytics
10. Communication for Health Leaders

Program Schedule and Mode of Delivery

Blended: 9 half-days virtual live online via zoom and 3 half-days face to face sessions at AIM, Makati City.

Program starts at

1. Cohort 6 -March 6, 2024
2. Cohort 7– April 24, 2024

For inquiries and enrollment:

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Accomplish the link for enrollment purposes

<https://go.aim.edu/smphfmmenroll>