

Management of Healthcare Organisations

Course Types: Short Course

Level: Advanced

Fees: \$2303

Funding: SkillsFuture Singapore (SSG)

Duration: 3 days

Venue: HMI Institute

Dates of Next Available Intake: 23 May, 06 & 20 June 2020

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Synopsis

New entrants to the healthcare industry in Singapore find its intensity and complexity difficult to understand and navigate. Recent graduates and midcareer crossovers find it especially challenging to appreciate the sociocultural interactions of the various professional groups and nuances at the systems level (eg between the public, private and people sectors, and in government policies and financing). Managing these diverse stakeholders and delivering on the promise of good quality healthcare requires a broad array of knowledge and skills. Further, there are professional expectations of healthcare managers that require time, reflection and effort to develop.

Who Should Attend?

Professionals, managers and executives (PMEs) who are entering the healthcare industry as well as healthcare professionals who aspire to move into a management role.

Topics

- Finance & Economics
- Operations & Quality
- Informatics & Technology
- Marketing & Community
- Strategy & Entrepreneurship

Objective

A. Knowledge and Understanding (Theory Component)

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

- **Strategy & Entrepreneurship.** Describe and support the strategic planning function within healthcare organisations, from initial mission and vision formulation, to business innovation, to strategy development and planning, to organisational alignment and execution.
- **Finance & Economics.** and operationally evaluate healthcare economic and financing considerations in the delivery of healthcare services in the context of an imperfect healthcare market economy (as a non-financial manager).
- **Operations & Quality.** Understand and optimise the operations of healthcare organisations, from procurement and supply chain management, to facility design and construction, to daily service delivery, to the measurement and monitoring of clinical quality, to customer feedback and satisfaction.
- **Informatics & Technology.** Analyse and collaborate with the data and information systems support of healthcare organisations (as a non-IT manager).
- **Marketing & Community.** Adopt and support the marketing and sales function within healthcare organisations, from needs assessment and market analysis, to product and service design and offerings, to the maintenance of healthcare relationships and communities.

B. Key Skills (Practical Component)

The curriculum focuses on the knowledge and skills that are required for effectiveness and efficiency to perform well as a healthcare manager (ie. how to do good healthcare management).

The curriculum aims to provide business and technology skills, which will be contextualised to the evolving healthcare industry.

Schedule

The sessions will be a combination of interactive lectures (with substantial participant engagement) based around succinct conceptual frameworks, followed by case study discussions to encourage and demonstrate concepts and thinking skills. Participants will be expected to actively share their experiences and learn collectively in class, and to work in groups and individually to complete assignments that deep-dive into specific aspects of healthcare management.

The anticipated programme is as follows:

| Time | Agenda |
|---------------|-----------------------------|
| Day 1 | |
| 09:00 - 09:30 | Welcome & Introductions |
| 09:30 - 10:45 | Course Overview |
| 10:45 - 11:00 | Break |
| 11:00 - 12:45 | Strategy & Entrepreneurship |
| 12:45 - 13:45 | Lunch |
| 13:45 - 15:30 | Class Case Study Discussion |
| 15:30 - 15:45 | Break |
| 15:45 - 17:30 | Finance & Economics |
| Day 2 | |
| 09:00 - 10:45 | Class Case Study Discussion |
| 10:45 - 11:00 | Break |
| 11:00 - 12:45 | Operations & Quality |
| 12:45 - 13:45 | Lunch |
| 13:45 - 15:30 | Class Case Study Discussion |
| 15:30 - 15:45 | Break |
| 15:45 - 17:30 | Assignments & Course Wrap |
| Day 3 | |
| 09:00 - 10:45 | Class Case Study Discussion |
| 10:45 - 11:00 | Break |
| 11:00 - 12:45 | Marketing & Community |
| 12:45 - 13:45 | Lunch |
| 13:45 - 15:30 | Class Case Study Discussion |
| 15:30 - 15:45 | Break |
| 15:45 - 17:30 | Assignments & Course Wrap |

Assessments

The three-day module is compact and intensive, and will be complemented by extensive readings and slower reflective assignments (that have to be submitted within one month from the date of the last day).

- Individual discursive essay on a healthcare management issue (1200-1500 words).
- Personal reflection journal (1200-1500 words, excluding a required reading log).

Requirements

- Possess at least two years of working experience.
- Must attend at least 75% of the course.

Course Fee

| | International Participants | S'poreans (aged below 40) and PRs | SkillsFuture Mid-Career Enhanced Subsidy ¹ (S'poreans aged 40 and above) | Workfare Training Support ² (S'poreans aged 35 and above, and earn ≤ \$2,000 per month) | Enhanced Training Support for SMEs ³ |
|---|----------------------------|-----------------------------------|---|--|---|
| Full Course fee (A) | \$2303 | \$2303 | \$2303 | \$2303 | \$2303 |
| SSG grant (70%) (B) | - | (\$1612.10) | (\$1612.10) | (\$1612.10) | (\$1612.10) |
| Nett course fee (A) - (B) = (C) | \$2303 | \$690.90 | \$690.90 | \$690.90 | \$690.90 |
| 7% GST on nett course fee (D) | \$161.21 | \$48.36 | \$48.36 | \$48.36 | \$48.36 |
| Total nett course fee payable, including GST (C) + (D) = (E) | \$2464.21 | \$739.26 | \$739.26 | \$739.26 | \$739.26 |
| Less additional funding if eligible under various schemes (F) | - | - | (\$460.60) | (\$575.75) | (\$460.60) |
| Total nett course fee payable, including GST, after additional funding from the various funding schemes (E) - (F) = (G) | \$2464.21 | \$739.26 | \$278.66 | \$163.51 | \$278.66 |

¹ **Mid-Career Enhanced Subsidy:** Singaporeans aged 40 and above may enjoy subsidies up to 90% of the course fees.

² **Workfare Training Support:** Singaporeans aged 35 and above (13 years and above for Persons with Disabilities) and earning not more than \$2,000 per month may enjoy subsidies up to 95% of the course fees.

³ **Enhanced Training Support for SMEs:** SME-sponsored employees (Singaporean Citizens and PRs) aged 21 and above may enjoy subsidies up to 90% of the course fees.

About Our Trainer



Associate Professor Jason CH Yap

MBBS, MMed (Public Health), FAMS, FRSPH,
MBA (Information Systems), GDipCS

A public health physician with over 30 years of experience in the public and private healthcare sectors with diverse responsibilities covering public policy, informatics, marketing and education, he is now a practice track Associate Professor and Director (Public Health Translation) in the NUS Saw Swee Hock School of Public Health in the National University Health System, where he supports undergraduate, postgraduate, executive and continuing professional education. He is the Programme Director for the NUHS National Preventive Medicine Residency.

His academic interests are in Healthcare Management and Integrated Care. He has also taught on strategic planning, systems thinking, health informatics, information security, research and evaluation, healthcare marketing and medical tourism/travel. He serves on the teaching faculty of the Singapore Medical Association's Centre for Medical Ethics and Professionalism.

He is a Fellow of the College of Public Health & Occupational Physicians, Academy of Medicine, Singapore, and of the Royal Society for Public Health in the United Kingdom. He is a member of the Boards of Directors of SATA CommHealth and the International Foundation for Integrated Care (IFIC), the Advisory Board of Singapore General Hospital's Post-Graduate Allied Health Institute, and the Medical Advisory Committee and Institutional Review Board of St Luke's Hospital. In 2008, he stepped down as the Commanding Officer of the 6th Direct Support Medical Battalion in the Singapore Armed Forces.

He was previously Chief Knowledge Officer and senior public health physician in the Agency for Integrated Care, Adviser (Business Development) at Singapore HealthPartners, Chief Executive Officer of Regency Specialist Hospital, Director for Hospital Marketing at Raffles Medical Group, Director (Healthcare Services/Singapore Medicine) in the Singapore Tourism Board, and Director for IT Planning & Control in the National Healthcare Group, and also served in various departments in the Ministry of Health.

In his career, he has been involved in major healthcare changes in Singapore, including the introduction of residency specialist training, the advent of integrated care, the marketing of

Singapore as an international medical hub and healthcare destination, the conceptualization of the national Electronic Medical Record eXchange, SARS crisis management and patient data management, the consolidation of IT systems and services in public sector healthcare institutions, the introduction of clinical coding and casemix, and the implementation of licensing for healthcare facilities.

