

AMERICAN UNIVERSITY OF BEIRUT STRATEGIC PLANNING IN MEDICINE

Objective

To help physicians, medical students, residents and staff, develop a strategic plan for their existing or future medical practice.



Program Objectives

By the end of this workshop the participants will learn:

1. The competitive forces in healthcare
2. The driving forces that shape the medical practice
3. The key success factors in medical care
4. The core competencies of their practice
5. Their position in relation to the key success factors in medical care
6. The competitive and strategic position of their practice
7. The different strategic options used to improve their practice
8. Means to gauge the performance of their practice

Upon completion of the program, the participants will receive:

CME Certificate

2 Days Course

Workshop Outline / Sessions

- 1- External healthcare environment analysis
 - A. Step-B analysis
 - B. Porter's five forces application in healthcare
 - C. Key success factors and attributes of successful medical practice
- 2- Internal analysis of medical practice
 - A. Value chain analysis and core competencies
 - B. Identification of the attributes of success in medical practice
 - C. How to gauge your position vis-à-vis the key success factors and attributes in medical practice
- 3- Summary of your cooperative dynamic
- 4- The different strategic options to improve your medical practice

Language : English

Place : AUBMC or on-site

Target Audience : Physicians, medical students, residents and staff

For more information please contact External Medical Affairs (EMA), Monday through Friday between 8am and 5pm

We are inadvertently focused on the day to day management of patient care, teaching and research with little time spent on strategic planning. This style of practice more often than not leads to limited growth and or stagnation . This workshop will take you to a different front with a new frame of thinking, namely strategy.

The presenters do not have any conflict of interest, such as financial interest in product or company presented, direct research support provided by a company, or other form of potential bias.