New approaches to managing and learning in the health sector

Effective health care is about more than acquiring sound technical medical expertise and resources – it also requires leadership, sound decision-making skills, and expertise to link resources together in order to provide quality patient care. In addition, it requires a willingness to innovate in how health care services are delivered.

There is a rapid and continuing evolution in our knowledge and understanding of health care science, technology and practice. The Middle East Health Leadership Programme is designed to provide a select group of individuals with an educational experience that will equip them with concepts, tools, techniques and strategies to play significant leadership roles in the rapidly changing and extremely challenging world of health care. The programme is a collaborative undertaking between INSEAD, one of the world’s leading business schools, and Johnson & Johnson Corporate Citizenship Trust (the Trust), part of the world’s leading health care companies.

It brings together a group of participants from many countries and a variety of professional experiences and organisational affiliations in pursuit of a common objective – to learn together in a demanding and rigorous setting about new approaches to managing and leading in the health sector. The Trust believes an investment in health care education and career preparation today will have a powerful impact on the quality of health care in the future.

The programme is designed for a new group of Middle Eastern leaders who are deeply committed to helping their organisations and health care systems fulfil their missions.

Key topics

— Leadership and decision-making
— Value delivery: operations strategy and process management
— Health care service innovation

Key objectives

— Improve leadership skills and ability to maximise the potential of staff
— Understand the special nature of health services: patient flow design, key process levers to improve value, quality and delivery of health care
— Utilise formal techniques that have proven to be useful for innovating in health care delivery and implementing change

Participant profile

Participants will be high-potential individuals with at least 4 to 10 years' management experience. Successful candidates will be senior managers in health care organisations (excluding commercial health care suppliers) who have already demonstrated outstanding leadership qualities, who personally wish to advance and who are considered by their organisation as capable of occupying positions of increased responsibility in the future.

Participants must be working in the Middle East and must have a strong command of the English language, which is the language of instruction for all pedagogical materials.

Past participants come from a range of nationalities and backgrounds, including chief medical officers, heads of nursing, department heads, health care insurance providers and government policy makers. At minimum, a bachelor’s degree is required.
Programme content
The programme, offered in partnership with the Trust, will include sessions from INSEAD faculty and associates offering the latest business theories and frameworks adapted to management in an international context.

A strategic management perspective
In the future, effective health care leaders must be able to articulate an effective corporate and competitive strategy. Turning strategic ideas into actions in health care requires strong leadership, a network of relationships with key stakeholders and a service vision.

An international health care view
Those who can understand the array of issues required to manage the interplay of demographic needs, national and local cultures, varieties of health policies and delivery systems, and clinical/professional cultures will gain a competitive advantage.

Leadership and managing people
In addition to health policy reforms, achieving a successful service requires competent and committed people working in teams. The focus will be on developing effective managerial styles and creating a highly motivating context in a high-commitment work system. Managing health professionals and managing across professional cultures will be an ongoing theme.

Health care operations management
Achieving outstanding performance in health care requires understanding core clinical processes and re-engineering them. In addition to outcome excellence, major issues include patient satisfaction, convenience, emotional support and process quality. Examples from around the world will be used to demonstrate how resources may be organised in different ways to deliver quality care, how continuous improvement programmes can be applied in the health care sector and how to engage in cross-learning from other industries that provide insights about management and operational excellence.

Organisational design, clinical change and performance
Typically, hospitals and clinics can benefit substantially from redesign and best practice benchmarking. One theme will be to understand how to change practice behaviour by redesigning the organisational architecture.

Change-management project requirement
In addition to lectures/discussions, case studies and simulation exercises, the programme includes a highly interactive group-learning component that involves participants working together to find innovative solutions for challenges in health care delivery.

Attendance on the programme represents a commitment by participants to advance a change project in their home organisation that will result in achieving a health care goal, such as improving patient care, staff commitment or the effectiveness of care processes. Participants commit to submitting a short report three months after the programme that describes how the Middle East Health Leadership Programme influenced the outcomes of their change project.

Location
Abu Dhabi

Tuition fee*
Sponsored by The Trust (tuition fees, refreshments during breaks and lunches on campus). Travel, accommodation and evening meals are at the participant’s own expense. For only those who will need it, support for travel and/or accommodation may be available upon request. Please contact your local J&J affiliate for information.

Please note that last minute cancellations or “no shows” without warning and justifiable reasons will not be accepted. Should this happen, both the candidate and the organisation the candidate is coming from, will not be allowed to participate to any of the Trust sponsored programmes for the following two years.

Dates and length
Length: 6 days
27 February–3 March 2016
4–9 March 2017

Faculty
Programme Director
Stephen Chick
Professor of Technology and Operations Management
Novartis Chaired Professor of Healthcare Management

Contact us
For further information on the Middle East Health Leadership Programme, contact:
Sabrina Morisset
Tel : +33 1 60 72 90 20
Email : sabrina.morisset@insead.edu

To submit your application form, contact:
INSEAD Europe Campus
Cecilia Pradelle
Tel: +33 1 60 72 42 18
Fax: +33 1 60 74 55 13
Email: execed.europe@insead.edu
Visit our website: executive-education.insead.edu/middle_east_health_leadership

“The course was not just information and knowledge but it got all the participants to meet and to share experiences.”
Dr. Mohammed H. Al Thani
Medical Advisor for CEO Office
National Health Authority
Qatar