



CHALLENGES & SOLUTIONS

Tug-of-War

Price and Profit

HEALTHCARE



Friday, July 15, 2022 : An *exclusive* online four hour advanced leadership workshop *for* seasoned healthcare professionals

THE OVERVIEW

The medical community consists of some of the most respected professionals and yet globally, healthcare providers in the private sector are easily vulnerable to damaging their reputations due to a profiteering motive.

Some wonder how modern-day commercialisation has impacted the Hippocratic Oath.

In a captive market, demand is never a problem. The competitive pressures tend towards price increases to achieve higher profitability. The smart find a way to gain higher profitability without price increases.

Why pass on the burden to patients by way of a price increase?

There is a more thoughtful way to meeting the challenges by responding with a robust solution with superior business outcomes. You are the one who stands between *Challenges & Solutions*. You hold the reigns to making a difference. You could be the destiny shaper of your organisation. We are here to provide you with the elevated awareness, tools, and methodologies to alter your trajectory.

It is possible to improve profitability without the patient noticing its presence.

One of the most common criticisms of managed Healthcare systems is profiteering. Management of medical care for-profit is not acceptable ethically, nor is it sustainable economically. Is profiteering a perception or a reality is always a big debate. But the fact is that many or most healthcare systems across countries tend to burden the patient with their cost pressures.

An Organised System is therefore needed to ensure efficiency and quality. Many physicians are outraged that they need to have accountability to professional managers. Furthermore, the medical community has not shown to be self-monitoring and is more committed to high-fees than equity, quality of care, and access to reducing wastage. Managed Healthcare systems should aim at addressing and controlling these issues. This will help keep costs under control instead of burdening the patients with increased fees.

So how does one improve profitability without sacrificing quality and patient safety?

How do we ensure it is sustainable and robust?

How do you strike a balance?

THIS COURSE PROVIDES KEY INSIGHTS

THE COURSE OUTLINE

The workshop will be conducted into a virtual mode. Cases, examples and stories from the industry will be used during the workshop. There will also be various group discussions since it focuses primarily on adult learning and experiential learning.

THE COURSE BENEFITS

- ☆ Improve profitability
- ☆ Improve frontend revenue cycle
- ☆ Reduces customer dissatisfaction due to increasing pricing
- ☆ Builds a culture of continuous improvement
- ☆ Builds a culture of problem-solving
- ☆ Encourages clinicians and non-clinicians to work in teams together

WHO SHOULD ATTEND

CXOs, Business Heads, Hospital Unit Heads, HODs, Chief Medical Officers, Medical Superintendents, Chief Quality Officers, Quality Heads, Service and Medical Quality Managers

FRIDAY, JULY 15, 2022

The Course will be held as per below listed timelines. Please note the time in your geography and block your calendar for a duration of four hours.

CAPE TOWN	10:30 am to 1:30 pm SAST
DUBAI	12:30 pm to 3:30 pm GST
NEW DELHI	2:00 pm to 5:00 pm IST
HANOI	3:30 pm to 6:30 pm ICT
MALAYSIA	4:30 to 7:30 pm MYT

THE REGISTRATION

Click the link below to secure your seat at this advanced leadership workshop session. This course is restricted by invitation only.

Please secure your seat by paying USD 110 (*dollars one hundred and ten*) for the course session with your credit card. On securing your seat, you will receive an email with a link to download a Golden Ticket with details for the online virtual course.

Registration link

- ☆ <https://striking-ideas.com/healthcare>



WORKSHOP LEADER

CHALLENGES & SOLUTIONS THE TUG-OF-WAR PRICE AND PROFIT ADVANCED LEADERSHIP COURSE will be conducted by Prashant Hoskote (*President Global Engagements Striking Ideas*) — who has extensive experience in Healthcare. He has worked with multi speciality and super speciality hospitals. He has provided guidance and advice to clinicians and non-clinicians at various levels ranging from the board room to the grass-root level to improve efficiency of operations. This workshop is designed be an interactive and engaging value providing session.