



INSTITUTE OF  
HEALTHCARE LEADERSHIP  
AND MANAGEMENT



informa

# HEALTHCARE FINANCIAL MANAGEMENT, PRODUCTIVITY & COST CONTROL

*Practical Tools For Making Better Financial Decisions  
And Maximising Financial Performance In Healthcare  
Organisations*

EARN UP TO  
30 IHLM CPD  
CREDIT HOURS

## On this programme you will:

1. **Understand** the factors that are driving healthcare costs and changing the ways that healthcare providers get paid
2. **Analyse** the financial performance of your healthcare organisation or service
3. **Manage** working capital better and **Budget** more effectively for financial success
4. **Price** healthcare services accurately and optimise the way you **Plan** future investments
5. **Measure, Understand And Reduce Healthcare Costs** using the techniques that management consultants charge millions of dollars for!

**22 – 26 April 2018\***

Kempinski Hotel Mall of the Emirates, Dubai, UAE

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3  
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2

Save up to **\$1000**  
by booking early!

# PROGRAMME FACULTY



## Benedict Stanberry

Principal, IHLM, Oxford, UK

Benedict Stanberry is a British consultant and academic who researches, writes, teaches, coaches and consults around the world on the subjects of healthcare strategy, management and leadership.

Ben began his career as a medical lawyer and became a healthcare management consultant in 2001. Shortly afterwards he was diagnosed with advanced colorectal cancer, from which he was given only a 30 percent chance of survival. Upon his recovery, he served as the interim chief executive of a Brussels-based healthcare NGO and as an elected politician in south-west London, where his responsibilities included overview and scrutiny of healthcare services. From 2006 to 2009, as a director of a private healthcare company, Ben helped establish a new model of cancer care for the south of England.

Ben is presently the Principal of IHLM in Oxford and – together with his faculty colleagues – works with healthcare managers and leaders in both the public and private sectors in the UK, Middle East, Asia, Africa and Australia

## WHO SHOULD ATTEND

This is a highly practical and interactive programme that will benefit anyone who manages money or controls budgets in a healthcare organisation, service or department. It is an ideal programme for:

- Non-financial managers and healthcare professionals who need to learn tools and techniques for managing healthcare costs, budgets and investments and for transforming financial performance, and
- Finance managers or professionals who have financial expertise or qualifications and are seeking a programme that provides specialist coverage of financial, cost and management accounting techniques applied in a healthcare context.

Throughout the programme there are allocated timeslots allowing ample opportunities to practice the principles and techniques being taught using interactive exercises and case studies.



# WHAT TO EXPECT

## STAGE 1: ONLINE PREPARATION

Two weeks prior to the face-to-face programme, participants will receive a username and password giving them access to IHLM's user-friendly online e-learning portal. They will be welcomed to the programme, invited to network with the other participants and faculty, and given full access to the programme materials and online learning resources such as videos, presentations, case studies and additional reading.



## STAGE 2: FACE-TO-FACE PROGRAMME



Programme members will attend five-days of classroom-based training in Dubai. Throughout the face-to-face programme there are many opportunities to practice and apply learning using exercises and interactive case studies.

Continuing Professional Development (CPD) involves maintaining and

enhancing your skill, knowledge and experience as a healthcare leader and manager. At the end of the face-to-face programme, all programme members receive an **IHLM Certificate of CPD Completion** attesting their completion of 30 hours of Continuing Professional Development, provided that they have:

- Attended all sessions of the face-to-face programme and have not missed more than one hour, and
- Participated in and completed all the interactive class and team exercises

If a participant has not attended all sessions of the face-to-face programme, their CPD Certificate will clearly state the number of hours attended.

## PROGRAMME OVERVIEW

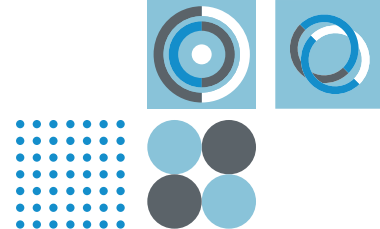
Healthcare organisations must excel at many things. They must deliver a high level of quality and safety, excellent clinical outcomes and a superlative patient experience. Just as importantly, private healthcare providers must be profitable despite increasing competition from other hospitals and clinics, while public providers must remain financially sustainable in the face of growing demand for care.

Many of the decisions that healthcare leaders and managers make will have significant financial implications. This programme provides comprehensive coverage of the fundamental concepts, models and methods required by both non-financial and financial managers in all types of healthcare organisation or service: giving you the working knowledge to make sound decisions that help deliver financial sustainability and profitability.

The programme is divided into five modules and includes detailed instruction in –

- **The Fundamentals of Healthcare Finance** – The factors that are driving healthcare costs and changing the ways that healthcare providers get paid
- **Measuring Financial Performance in Healthcare** – How to analyse the financial performance and viability of your healthcare organisation or service
- **Planning, Managing and Controlling Money** – Manage money prudently and allocate financial resources effectively
- **Measuring, Understanding and Reducing Healthcare Costs** – Measure the costs of an episode of patient care and reduce those costs by enhancing productivity
- **Pricing Healthcare Services and Planning Healthcare Investments** – How to make difficult decisions about when to outsource, when to invest and how to set the price of a healthcare service

# PROGRAMME CONTENT



**Course Timings:** Registration will be at 08:00 on Day One and the programme will commence at 08:30 each day. There will be refreshment breaks at appropriate times. Days One to Four will conclude at 16:30 with an hour-long lunch break at 12:30. Day Five will conclude at 14:30, and lunch will be served thereafter.

SUNDAY, 22 APRIL 2018

## MODULE ONE:

### THE FUNDAMENTALS OF HEALTHCARE FINANCE

In Module 1 you will commence the programme by looking at the political, economic, social and technological pressures that make financial management in healthcare such a challenging and important task before exploring, in detail, the many different ways in which healthcare is financed and by which hospitals, clinics and individual healthcare providers get paid.

- **The Context For Financial Management In Healthcare** – Explore the factors that drive healthcare costs and affect the financial performance and sustainability of healthcare organisations.
- **How Healthcare Is Paid For** – Understand the main business models used in healthcare, the major types of healthcare payment systems and the reforms that are rapidly changing the way care in the Middle East is funded and paid for.

MONDAY, 23 APRIL 2018

## MODULE TWO:

### MEASURING FINANCIAL PERFORMANCE IN HEALTHCARE

In Module 2 we consider what makes a healthcare service or organisation financially sustainable and profitable, as well as how to measure financial performance.

- **Understanding Financial Data From Healthcare Organisations** – Learn how to read the basic financial statements common to all healthcare organisations: income statements, balance sheets and cash flow statements.
- **Evaluating The Financial Performance Of Healthcare Organisations** – Discover the Key Performance Indicators (KPIs) used to analyse financial performance and sustainability in healthcare, and use them to analyse the financial 'health' of your healthcare service or organisation.

TUESDAY, 24 APRIL 2018

## MODULE THREE:

### PLANNING, MANAGING AND CONTROLLING MONEY

In Module 3 you will learn how healthcare services and departments ensure that they don't run out of money: by managing their working capital prudently and by planning and controlling their budgets so that their financial resources are allocated effectively.

- **Working Capital, Revenue Cycle And Inventory Management** – Understand working capital management strategies and how to manage receivables, payables and inventories to assure there is always sufficient money on hand to pay for the delivery of healthcare services.
- **Accounting And Budgeting** – Define the purposes of budgeting and the planning-and-control cycle; identify its five key dimensions and learn how to construct each of the major types of budget used by healthcare services and departments.

## WOULD YOU LIKE TO RUN THIS COURSE IN-HOUSE?

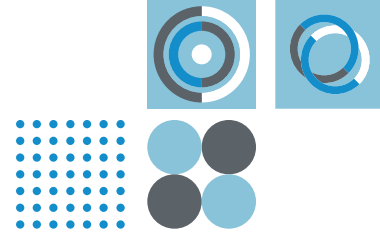
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# PROGRAMME CONTENT



WEDNESDAY, 25 APRIL 2018

## MODULE FOUR:

### MEASURING, UNDERSTANDING AND REDUCING HEALTHCARE COSTS

In Module 4, you will review a comprehensive set of tools and techniques that will enable you to measure the costs of an episode of patient care, evaluate whether the payment you receive will actually cover the full costs of that care and then take action to reduce those costs if necessary.

- **Calculating The Costs Of Care** – Discover how to map the principle processes and steps involved in a patient's care and the key tasks and activities taking place during each step, then practice using Activity-Based Costing ('ABC') and Time-Driven Activity-Based Costing ('TDABC') to calculate how much it costs your healthcare organisation to deliver care to patients.
- **Controlling Costs and Enhancing Productivity** – Understand what 'value' in healthcare means and learn how to dramatically improve it by using resources more efficiently and productively.

THURSDAY, 26 APRIL 2018

## MODULE FIVE:

### PRICING HEALTHCARE SERVICES AND PLANNING HEALTHCARE INVESTMENTS

In the final module you will explore how the prices of healthcare services can be set, how to decide when to outsource a service and when to do it yourself, plus how to decide whether a capital investment will ultimately be worthwhile.

- **Cost Behaviour And Pricing Decisions In Healthcare** – Understand the distinctions between different types of healthcare costs and learn how to use Cost-Volume-Profit ('CVP') analysis to make important decisions such as whether to make or buy (i.e. outsource) a service and whether to add, expand, reduce or drop a clinical service line.
- **Investment Decisions In Healthcare** – Understand how to make decisions involving the investment of very large sums of money, determine whether the investment is worthwhile and decide how it should be financed.

## TESTIMONIALS FROM PAST DELEGATES ON IHLM COURSES

### CERTIFICATE IN HEALTHCARE LEADERSHIP AND MANAGEMENT

*"Ben explained every subject clearly and gave clear feedback for every question raised. I learned a lot of tools that will help me evaluate my team, organisation and programs"*

**Al Anoud Mohammed Al Thani,**  
Manager Health Promotion,  
Supreme Council of Health, Qatar

### CERTIFICATE IN HEALTHCARE INNOVATION & CHANGE

*"Ben has a full grip of the subject matter and communicated the information very well. He shared his ideas and guiding points for my unique situation. My organisation is going through change and the training and course material are appropriate and well-needed."*

**Zareem Quraishi,**  
Director, HIM, KSA

### CERTIFIED PATIENT SAFETY PROFESSIONAL™

*"Great experience. I have learnt several tools to improve patient safety and solving day-to-day problems. Definitely recommend this training to my colleagues."*

**Marwan Abdulla Al Saeed,**  
KSA





## THE IHLM EXPERIENCE

Based in Oxford, and with centres in Singapore and Dubai, IHLM provide inspiring education programmes and empowering professional qualifications in healthcare leadership and management.

IHLM's comprehensive portfolio of open enrolment and customized programmes enable healthcare staff and executives to maximize their personal impact and transform the performance of their team, service or organisation.

Each year more than 500 participants attend over 20 programmes delivered in locations across Europe, the Middle East, Asia, Africa and Australia.

The IHLM experience is both stimulating and challenging – immersing participants in varied and interactive learning activities that combine cutting-edge theory with practical solutions. Whether you and your team work in a boardroom or at a patient's bedside there is an IHLM programme that will help you transform both your performance and that of your organisation.

## IHLM DIPLOMA IN HEALTHCARE LEADERSHIP AND MANAGEMENT

### *The Bridge to Leadership Success in Healthcare*

This programme forms part of the IHLM Diploma in Healthcare Leadership and Management – a modular qualification that allows high potential future healthcare leaders to undertake, at a pace that suits them, a rigorous and personalized professional development journey. Complete five programmes plus the accompanying assessments to receive the full IHLM Diploma.

#### **High-Performance Healthcare Leadership**

*18 – 22 March 2018, Dubai, UAE*

This programme enables both established and future healthcare leaders to develop the confidence and competence to lead high-performing healthcare teams and organisations.

#### **Healthcare Financial Management & Cost Control**

*22 – 26 April 2018, Dubai, UAE*

This programme enables anyone who manages money or controls a budget in a healthcare organisation to help deliver financial sustainability and profitability.

#### **Healthcare Strategy, Planning and Execution**

*9 – 13 September 2018, Dubai, UAE*

This programme will enable professionals from all types of healthcare organisations and services to understand their current strategic situation, formulate strategic plans, and then deliver them successfully.

#### **Patient Experience**

*30 September – 4 October 2018, Dubai, UAE*

This programme provides anyone with an interest in, or responsibility for delivering patient-centred care, with an evidence-based framework they can trust will enable them to excel in their role and transform patient experience.

#### **Healthcare Operations and Patient Flow Management**

*14 – 18 October 2018, Dubai, UAE*

This programme shows you how to reduce your hospital or clinic's operating costs, increase efficiency and improve productivity without compromising the quality or safety of patient care.

## OTHER PROGRAMMES AVAILABLE FROM IHLM IN 2018:

#### **Advanced Quality Leadership**

*18 – 22 February 2018, Dubai, UAE*

A comprehensive professional development programme that enable quality leaders and specialists to build advanced knowledge of the art, craft and science of healthcare quality improvement.

#### **Healthcare Marketing and Medical Tourism**

*5 – 7 August 2018, Dubai, UAE*

This unique programme provides comprehensive coverage of the entire discipline of marketing in healthcare, with a particular focus on the emerging phenomenon of medical tourism.

#### **Patient Safety and Risk Management**

*28 October – 1 November 2018, Dubai, UAE*

Built on a comprehensive body of knowledge, this programme will enable anyone with responsibility for delivering safer care to lead teams, investigations and improvement projects.

#### **Healthcare Mini MBA**

*11 – 15 November 2018, Dubai, UAE*

Our flagship programme: an exciting and interactive learning experience designed to equip participants with the latest thinking in global healthcare leadership that will transform their strategic impact and performance.

#### **Digital Healthcare Innovation**

*16 – 20 December 2018, Dubai, UAE*

Discover a toolkit of practical methods for managing change and learn about more innovative models of care delivery.

# HEALTHCARE FINANCIAL MANAGEMENT, PRODUCTIVITY & COST CONTROL

22 – 26 April 2018\*

Kempinski Hotel, Mall of the Emirates, Dubai, UAE

Course Fee Before 11 February 2017	Course Fee Before 18 March 2018	Final Fee
US\$ 4,495	US\$ 4,995	US\$ 5,495

Pricing excludes 5% VAT, where applicable

## \*Book and pay full fee for two colleagues and the third attends for FREE

*.Not applicable in conjunction with corporate discounts*

*.Payment to be settled before start of the course to avail the offer*

*.The 3 for 2 offer is valid on full price final fee registration only*

Course fees include documentation, luncheon and refreshments.

Delegates who attend all sessions will receive a Certificate of Attendance.

All registrations are subject to our terms and conditions which are available at [www.informa-mea.com/terms](http://www.informa-mea.com/terms). Please read them as they include important information. By submitting your registration you agree to be bound by the terms and conditions in full.

## DELEGATE DETAILS

FIRST NAME: \_\_\_\_\_ SURNAME: \_\_\_\_\_

JOB TITLE: \_\_\_\_\_ COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ POSTAL CODE: \_\_\_\_\_

COUNTRY: \_\_\_\_\_ CITY: \_\_\_\_\_

TEL: \_\_\_\_\_ FAX: \_\_\_\_\_ MOBILE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

## BC6751

### EVENT VENUE

Kempinski Hotel, Mall of the Emirates, Dubai, UAE  
Tel: +971 4 341 0000

### ACCOMMODATION DETAILS

We highly recommend you secure your room reservation at the earliest to avoid last minute inconvenience. You can contact the Hospitality Desk for assistance on:  
Tel: +971 4 407 2693 Fax: +971 4 407 2517  
Email: [hospitality@informa.com](mailto:hospitality@informa.com)

## FIVE WAYS TO REGISTER

**Tel:** +971 4 335 2437

**Fax:** +971 4 335 2438

**Email:** [register-mea@informa.com](mailto:register-mea@informa.com)

**Web:** [www.informa-mea.com](http://www.informa-mea.com)

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## PAYMENTS

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event. Only those delegates whose fees have been paid in full will be admitted to the event.

## AVOID VISA DELAYS – BOOK NOW

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible. Visas for non-GCC nationals may take several weeks to process.

## CANCELLATION

- If you are unable to attend, a substitute delegate will be welcome in your place
- Registrations cancelled more than 15 days before the Event are subject to a US\$ 250 administration fee
- Registrations cancelled between 14 – 8 days before the Event are subject to a 25% cancellation fee
- Registrations cancelled 7 days or less before the Event must be paid in full
- All registrations are subject to acceptance by Informa Middle East which will be confirmed to you in writing
- Due to unforeseen circumstances, Informa reserves the right to cancel the course, change the programme, alter the venue, speaker or topics
- For full details, please visit [www.informa-mea.com/terms-and-conditions-for-delegates](http://www.informa-mea.com/terms-and-conditions-for-delegates)

