

HEALTH MANAGEMENT

- 1) **MARKETING & COMMUNICATIONS IN HEALTHCARE INSTITUTIONS**
- 2) **MEDICAL TOURISM MANAGEMENT**
- 3) **HOSPITAL ORGANIZATION AND MANAGEMENT**
- 4) **RISK AND QUALITY MANAGEMENT IN HOSPITAL**

**1) MARKETING & COMMUNICATION IN HEALTHCARE INSTITUTIONS
(DURATION 12 HOURS-THEORETICAL TRAINING-)**

- MARKETING OF HEALTH SERVICES (REASONS AND CURRENT TRENDS)
- CUSTOMER CONCEPT IN HEALTH SERVICES
- EFFECTIVE MANAGEMENT OF MARKETING ACTIVITIES WITH EXTENDED MARKETING MIX (7P) :
 - SERVICE PRODUCT
 - PRICING
 - DISTRIBUTION
 - PROMOTION AND COMMUNICATION
 - PROCESSES
 - PARTICIPANTS (PATIENTS AND PERSONNEL)
 - SERVICE ENVIRONMENT (SERVICESCAPE)
- COMMUNICATION THEORY AND EFFECTIVE COMMUNICATION SKILLS
- IMPROVING PATIENT SATISFACTION AND EXPERIENCE WITH CUSTOMER RELATIONSHIP MANAGEMENT
- IMPROVING BRAND IMAGE AND BRAND EQUITY TO ADD VALUE TO THE INSTITUTION
- DIGITAL MARKETING TOOLS

2) MEDICAL TOURISM MANAGEMENT (DURATION 8 HOURS-THEORETICAL TRAINING-)

- HEALTH TOURISM AND ITS SIGNIFICANCE AMONG ECONOMIES,
- HEALTH TOURISM TYPES
- FACTORS THAT DRIVE HEALTH TOURISM FORWARD,
- FACTORS AFFECTING INTERNATIONAL FACILITY CHOICE,
- HEALTH TOURISM IN DIFFERENT REGIONS THROUGHOUT THE WORLD AND GLOBALLY COMPETITIVE COUNTRIES
- THE ROLE OF INTERMEDIARY INSTITUTIONS IN HEALTH TOURISM
- HEALTH TOURISM POLICIES AND INCENTIVES
- LEGAL AND ETHICAL DIMENSION OF HEALTH TOURISM

3) HOSPITAL ORGANIZATION AND MANAGEMENT (DURATION 12 HOURS-THEORETICAL TRAINING-)

- PRINCIPLES OF MANAGEMENT
- MANAGEMENT FUNCTIONS AND PROCESS IN HOSPITAL
- MANAGEMENT POSITIONS IN HOSPITALS AND MANAGEMENT SKILLS
- ORGANIZATION AND ADMINISTRATION OF CLINICAL & NON-CLINICAL SERVICES
- LEADERSHIP IN HOSPITAL MANAGEMENT
- BASIC CONCEPTS IN HOSPITAL MANAGEMENT : ECONOMICS, PRODUCTIVITY AND EFFECTIVENESS
- PLANNING OF CLINICAL AND SUPPORT SERVICES

4) RISK AND QUALITY MANAGEMENT IN HOSPITAL (DURATION 12 HOURS)

- FUNDAMENTAL OF QUALITY MANAGEMENT
- PERFORMANCE MEASUREMENTS
- QUALITY IMPROVEMENT TOOLS
- QUALITY IMPROVEMENT
- MEASURING QUALITY IMPROVEMENT
- PATIENT SAFETY
- RISK MANAGEMENT
- HOSPITAL ACCREDITATION STANDARTS
- CUSTOMER SATISFACTION