HMGTE6406 - Strategic Management of Healthcare Organizations

HMGTE 6406 Strategic Management of Healthcare Organizations (4 semester credit hours) Executive Education Course. Develops the strategic thinking skills needed to create a sustainable competitive advantage. Topics include how to critically assess a healthcare organization's competitive environment and internal strengths and weaknesses, using value chain analysis to strategically position a medical practice, and identifying a set of medical services that offers a unique patient value. (4-0) T