



GIRMAH INSTITUTE FOR LEADERSHIP

SCHOOL OF HEALTH & MANAGEMENT

EXECUTIVE CERTIFICATE IN HEALTH ADMINISTRATION & STRATEGIC MANAGEMENT

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PROGRAMME POSITIONING

This is not a traditional healthcare administration course. It is an executive programme designed to develop competent healthcare leaders capable of managing hospitals, clinics, health programmes, and healthcare organizations through effective leadership, operational excellence, financial sustainability, healthcare governance, NHIS management, digital transformation, and patient-centred service delivery.

Participants will gain practical tools to improve institutional performance, optimize healthcare operations, strengthen accountability, and lead sustainable healthcare transformation.

DURATION	FORMAT	SESSIONS	LEVEL
8 Weeks	Hybrid Executive	16 Lectures	Executive Certificate

School of Health & Management

PROGRAMME OBJECTIVES

The programme is designed to:

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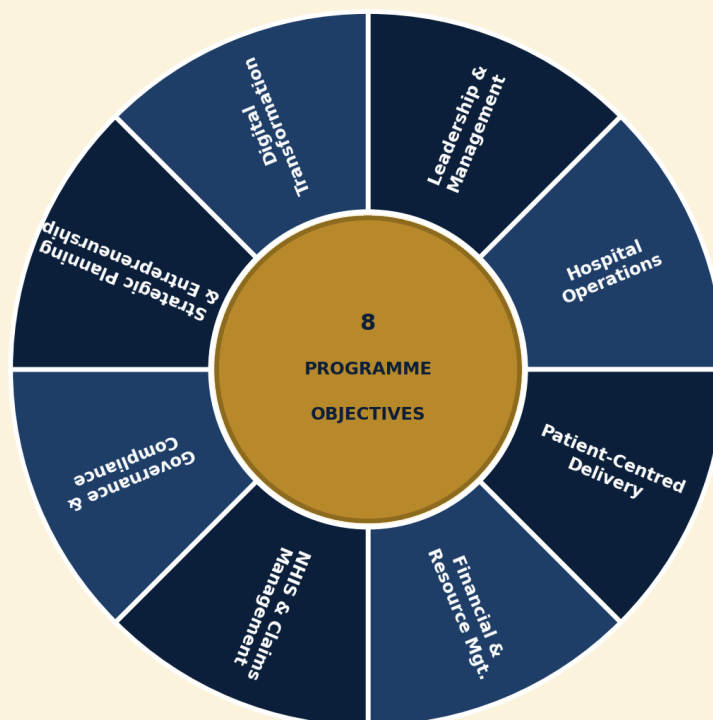


Figure 1 — The eight objectives of the programme.

- Develop healthcare leadership and executive management competencies.
- Strengthen hospital administration and operational systems.
- Improve patient-centred healthcare delivery.
- Build financial and resource management capabilities.
- Enhance knowledge of NHIS operations and claims management.
- Strengthen governance, compliance, and quality assurance.
- Improve strategic management and healthcare entrepreneurship.
- Build digital transformation and innovation capabilities.



LEARNING OUTCOMES

By the end of the programme, participants will be able to:

- Lead healthcare institutions effectively.
- Improve hospital operational efficiency.
- Manage healthcare finances and resources.
- Strengthen healthcare governance and compliance.
- Manage NHIS accreditation, claims, and reimbursement processes.
- Improve patient experience and healthcare quality.
- Apply digital technologies in healthcare administration.
- Develop strategic growth plans for healthcare institutions.
- Monitor institutional performance using KPIs and dashboards.

THE EIGHT-WEEK EXECUTIVE JOURNEY



Figure 2 — The eight-week executive journey, week by week.



CURRICULUM STRUCTURE

Sixteen executive sessions delivered across eight weeks, two lectures per week, in a hybrid executive format built for working professionals.

WEEK 1 · FOUNDATIONS OF HEALTH ADMINISTRATION & HEALTH SYSTEMS

Lecture 1: Introduction to Health Administration & Healthcare Leadership

- Introduction to Health Administration
- Healthcare Administration versus Clinical Practice
- Roles of Healthcare Administrators
- Leadership in Healthcare Organizations
- Contemporary Challenges in African Healthcare Systems

Lecture 2: Understanding Healthcare Systems & Organizational Structures

- Ghana Health System Structure
- Public, Private and Faith-Based Healthcare Systems
- Levels of Healthcare Delivery
- Hospital Organizational Structure
- Roles and Responsibilities of Departments
- Healthcare Referral Systems

Practical Exercise: Assess the organizational structure of a healthcare facility.

WEEK 2 · HEALTHCARE OPERATIONS & FACILITY MANAGEMENT

Lecture 3: Healthcare Operations Management

- Daily Hospital Operations
- Patient Flow Management
- Workflow Design
- Appointment Systems
- Outpatient and Inpatient Operations
- Emergency Department Coordination

Lecture 4: Healthcare Facility & Resource Management

- Facility Administration
- Equipment Management
- Asset Management
- Procurement Systems
- Logistics and Supply Chain
- Maintenance Systems

Practical Exercise: Develop a Patient Flow Improvement Framework.



WEEK 3 · HEALTHCARE LEADERSHIP & HUMAN RESOURCE MANAGEMENT

Lecture 5: Leadership for Healthcare Managers

- Leadership Styles
- Strategic Leadership
- Decision-Making
- Change Leadership
- Emotional Intelligence

Lecture 6: Human Resource Management

- Recruitment
- Staff Retention
- Workforce Planning
- Performance Management
- Staff Welfare
- Burnout Prevention
- Conflict Resolution

Practical Exercise: Conduct a Workforce Performance Assessment.

WEEK 4 · HEALTHCARE FINANCE & NHIS MANAGEMENT

Lecture 7: Healthcare Financial Management

- Healthcare Financing
- Budgeting
- Revenue Management
- Cost Control
- Financial Reporting
- Resource Allocation

Lecture 8: National Health Insurance Scheme (NHIS) Administration

- Introduction to Ghana's National Health Insurance Scheme
- NHIS Act and Regulatory Framework
- Accreditation Requirements for Healthcare Providers
- NHIS Benefit Package
- Claims Preparation, Submission & Electronic Claims Management
- Claims Verification, Vetting & Reimbursement Systems
- Common Causes of Claims Rejection
- Claims Audit and Fraud Prevention
- Financial Sustainability under NHIS
- Strategies for Improving Claims Recovery

Practical Exercise: Develop an NHIS Claims Management and Revenue Improvement Plan.



WEEK 5 · QUALITY MANAGEMENT & PATIENT EXPERIENCE

Lecture 9: Healthcare Quality Management

- Quality Assurance
- Quality Improvement Models
- Clinical Governance
- Healthcare Standards
- Accreditation Systems
- Continuous Quality Improvement

Lecture 10: Patient Experience & Clinical Communication

- Patient-Centred Care
- Customer Service Excellence
- Complaint Management
- Patient Satisfaction
- Clinical Communication
- Patient Relationship Management

Practical Exercise: Design a Patient Experience Improvement Strategy.

WEEK 6 · HEALTHCARE GOVERNANCE, POLICY & LEGAL COMPLIANCE

Lecture 11: Healthcare Governance

- Governance Structures
- Board Responsibilities
- Accountability Systems
- Institutional Leadership
- Strategic Oversight

Lecture 12: Healthcare Law, Ethics & Risk Management

- Healthcare Regulations
- Licensing Requirements
- Regulatory Bodies
- Professional Ethics
- Medical Legal Issues
- Risk Management
- SOP Development
- Compliance Systems

Practical Exercise: Develop a Healthcare Governance and Compliance Checklist.



WEEK 7 · STRATEGIC MANAGEMENT & DIGITAL TRANSFORMATION

Lecture 13: Strategic Management & Healthcare Entrepreneurship

- Strategic Management Process
- Vision and Mission
- SWOT Analysis
- Strategic Implementation & Control
- Healthcare Business Models
- Healthcare Entrepreneurship
- Sustainability Planning

Lecture 14: Digital Health & AI in Healthcare Administration

- Digital Health Systems
- Hospital Information Systems (HIS)
- Electronic Medical Records (EMR/EHR)
- Artificial Intelligence in Healthcare Administration
- Data Analytics
- Telemedicine
- Digital Transformation

Practical Exercise: *Develop a Digital Transformation Roadmap for a Healthcare Facility.*

WEEK 8 · PERFORMANCE MANAGEMENT & HEALTHCARE TRANSFORMATION

Lecture 15: Monitoring, Evaluation & Healthcare Performance

- Key Performance Indicators (KPIs)
- Balanced Scorecard
- Healthcare Dashboards
- Monitoring & Evaluation
- Performance Reporting
- Data-Driven Decision Making

Lecture 16: Healthcare Transformation & Executive Leadership

- Change Management
- Institutional Transformation
- Continuous Improvement
- Leadership Execution
- Building High-Performing Healthcare Institutions
- Future Trends in Healthcare Management

Practical Exercise: *No practical exercise; this week feeds directly into the Final Capstone Project.*



FINAL CAPSTONE PROJECT

Each participant will develop a comprehensive Healthcare Administration & Management Transformation Plan, applying every discipline covered across the eight-week programme to one real healthcare institution.

THE TRANSFORMATION PLAN, IN FOUR MOVEMENTS



Figure 3 — The Transformation Plan, in four movements.

The project should include:

- Organizational Structure Assessment
- Healthcare Operations Improvement Plan
- Human Resource Management Strategy
- Financial Sustainability Plan
- NHIS Claims and Revenue Management Strategy
- Quality Improvement Framework
- Patient Experience Strategy
- Governance and Compliance Framework
- Digital Health Transformation Plan
- Strategic Management & Growth Plan (3-5 Years)
- Monitoring & Evaluation Framework
- Executive Implementation Roadmap



“Excellent healthcare institutions are built not only through clinical expertise but through visionary leadership, efficient administration, sound financial management, effective NHIS administration, operational excellence, digital innovation, and patient-centred service delivery.”

“Developing leaders. Strengthening institutions. Transforming Africa.”

Institutional Tagline: “Leadership. Strategy. Transformation.”

ENROL TODAY

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