

STRATEGIC HEALTHCARE

MANAGEMENT

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Just like in Nature, the healthcare system is a complex chain that must be understood in detail so it can generate the best possible results.

In theory and in practice, FDC

FUNDAÇÃO DOM CABRAL

FDC

DEVELOPING EXECUTIVES AND COMPANIES

Learn about Fundação Dom Cabral

One of the best business schools in the world according to the Financial Times executive education ranking.

Theory and practice working hand in hand, academic education together with business experience. That is how Fundação Dom Cabral has developed executives, public managers, entrepreneurs, companies and organizations from the most diverse sectors for over 35 years.

FDC offers the most innovative techniques available through domestic and international educational solutions that are supported by strategic alliances and cooperation agreements with renowned institutions in Europe, the USA, Canada, China, India, Russia and Latin America. These alliances and agreements allow it to access modern tools and to generate joint knowledge, such as exchanging experiences among participants, professors, organizations and other business schools.

Our philosophy – to work WITH our clients and not only for them - respects the identity of our client organizations, the peculiarity of the sectors they are inserted in and the dynamics of their markets.

Due to these and to innumerable other efforts, FDC has become an international reference that contributes to the sustainable development of society through education and skills building, and our Programs host about 30,000 executives every year.

All this high-value-added knowledge generated by FDC is strategically relevant to organizations and to society and can become sustainable and successful businesses for your company.

Strategic Healthcare Management

An analysis of scenarios and opportunities.

Significant efforts and resources have been invested in the past decades to allow the Brazilian health system to fulfill its role of offering quality services to the population. Such efforts include research, technological innovation, processes and accreditations that have brought new challenges and opportunities to managers in this field.

It was by thinking specifically about these managers' strategic development that the FDC Healthcare Management Center created the Strategic Healthcare Management Program in partnership with IT Mídia.

There is great potential to generate improved results for all the parties involved, especially for the main target audience, patients. However, this makes it necessary for institutions to gain a better understanding of their role and of the contributions they can make to the whole. Based on the premise that the system must generate value for patients, the Fundação Dom Cabral Strategic Healthcare Management Program discusses the issue in three important dimensions:

- A general overview of the value chain that makes up the Brazilian health system and its tensions.
- A strategic look at each institution that makes up the system.
- Potential for collaboration among the various institutions, without setting competition aside.

Together with professors, researchers and leaders in the sector, you will discuss aspects related to strategic healthcare management to enhance your vision about what to improve and how to do it.

As a result, program participants will take with them reflections produced in the contacts they have had with their classmates and with their professors.



Aloysio Faria Campus

In partnership with:



Who should attend

Presidents, vice-presidents, superintendents, directors and managers who are responsible for strategic decisions at public and private healthcare organizations.

Methodology

The Strategic Healthcare Management Program uses a differentiated methodology that includes activities with broad participant involvement. It enables them to experience learning through testimonials and conversational lectures that are enriched by group dynamics that will lead them to link theory, their reflections and reality.

Individual and collective reflections encourage participants to structure new responses to the challenges their organizations face.

The Strategic Healthcare Management Program offers a dynamic structure, as new ideas, content and discussions are incorporated into the program each time it is run.

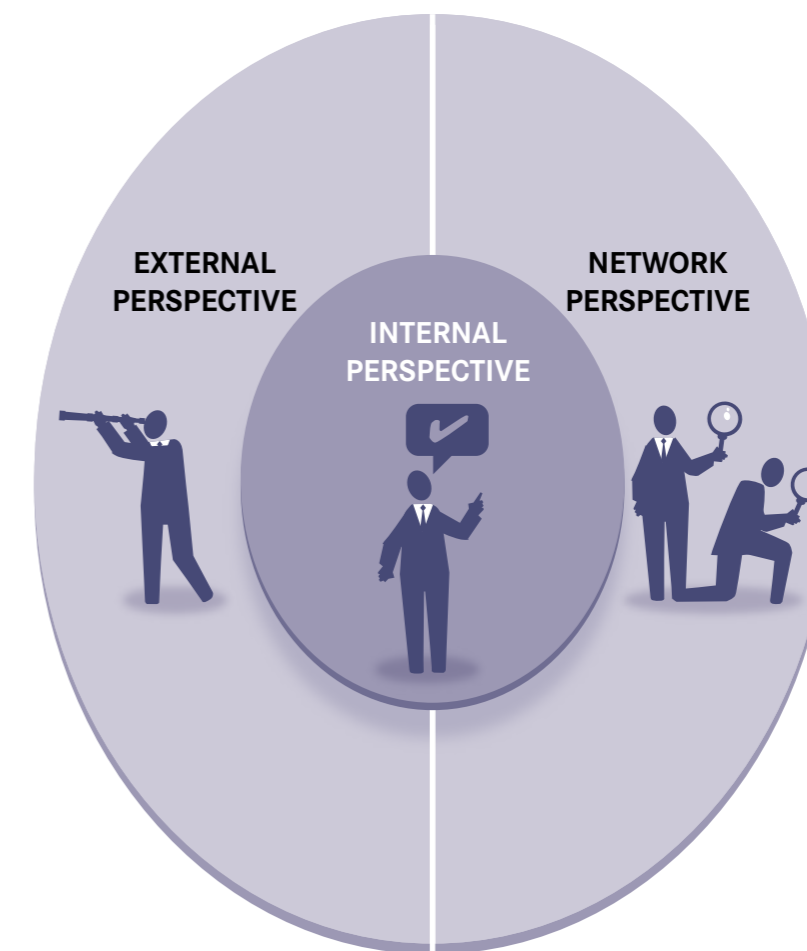
Key benefits

- Setting up a discussion forum about the Brazilian healthcare system and the institutions that make it up.
- Developing strategic looks from different perspectives, as regards the value chain and the institutions it consists of.
- Developing systemic thinking about health and about your institution's contributions.
- An analysis of your personal role in improving your institution's performance within such a systemic context.
- Causing participants to reflect on how the institution they represent can present better collaborative performance within the system.
- A new gaze on your institution's internal management in a quest to improve performance.

Content

- A lecture presented by a renowned professional from the sector who will reflect about the current scenario and the trends in the healthcare system, as well as the role each institution plays in it.
- The strategic management point of view. Issues related to chain economicity, predatory trends, costs, results for clients and values generated.
- Strategic management in healthcare institutions: an internal perspective. Discussions about strategic options, performance indicators and the institutions' identity.
- Business models based on value co-creation, its benefits and challenges as regards implementation. Each link in the chain is made up by different actors with different capabilities, and so to face the obstacles imposed by such complexity and heterogeneity there will be space to debate about new business models based on cooperation and on setting up strategic alliances/partnerships.
- Discussions about the main critical points and the role played by each institution within the healthcare value chain. The final result will be a report that will contain the main impressions and reflections discussed throughout the program.

The program will carry out a strategic analysis of the different perspectives that can be found within the healthcare system.



Technical Team

- **Osvino Pinto de Souza Filho** – project manager and professor at FDC in the fields of Behavior and Organizational Development. Coordinator of the Healthcare Management Center.
- **Luciana Faluba Damázio** – Doctor in Business Strategy, focusing on studying healthcare institutions, Universidade Federal de Minas Gerais (UFMG). Master in Strategic Administration (UFMG). Associate professor at FDC in the fields of Strategy and Marketing. Consultant in the fields of Strategy and Marketing. She teaches in the postgraduate program named Managing Health Attention (a partnership between FDC and Sírio-Libanês hospital). Researcher at the Healthcare Management Center.
- **Luiz Carlos Ferreira de Carvalho** – Lical – professor at FDC in the field of Strategy since 2001. He has supported strategic processes carried out at several companies. Researcher at the Healthcare Management Center.
- **Rosileia Milagres** – professor and researcher at FDC in the fields of Business Strategy and Innovation. Researcher at the Healthcare Management Center. Guest researcher at the Copenhagen Business School – Denmark. She has authored and co-authored book chapters, articles, technical papers, research reports and the domestic and international publications.

Upcoming Sessions / 2012 Venue

Date: March 20-22, 2012

FDC, Aloysio Faria Campus, Nova Lima, MG

Registration/Selection

Registration

Registration is subject to space available. To enroll for the Strategic Healthcare Management program, candidates must fill in a registration form and send it to be analyzed by FDC. For further information please contact us through our site at www.fdc.org.br, our email at atendimento@fdc.org.br, or call + 55 31 3589 7300.

Selection process

FDC has established a judicious selection process to analyze registration forms. Its purpose is to set up groups whose diversity of experiences will allow companies and participants to find interlocutors for their exchanges and learning process. Should the Strategic Healthcare Management program not be the most suitable program for either the company or the executive, FDC will suggest another solution.

Cancellations

Please consult the "General Conditions" described on the registration form for the program. It is available on the FDC portal: www.fdc.org.br

IT Mídia Partnership

The Strategic Healthcare Management Program is Carried out in partnership with IT Mídia.

IT Mídia is a communications company aimed at business. It is present in two of the most important sectors in the Brazilian economy: Information Technology and Healthcare. Its mission is focused on developing business communities through information and knowledge and by integrating professionals and companies.

IT Mídia stands out for its capacity to link people through its products: the publications **Revista FH**, which deals with all the segments in healthcare, **InformatioWeek Brasil**, IT and telecoms for business, and **CRN**, a magazine for those who deal in the information technology and communications sector; the portals **IT Web** and **Saúde Web**; studies and the forums **IT Forum**; **IT Forum +**; **IT Business Forum** and **Saúde Business Forum**.

The Strategic Healthcare Management Program is supported by the FDC Healthcare Management Center, which guarantees the quality of a program that is constantly enriched by updated, innovative and relevant content.