



# HEALTH SERVICE PLANNING

professional development  
course

Optimising business and organisational results  
through evidence-based, population-focused  
service planning methods.



Dubai Healthcare City, Dubai



# HEALTH SERVICE PLANNING

professional development course

## WHY PLAN HEALTH SERVICES?

The Middle East and North Africa (MENA) population is projected to grow to 430 million by 2020. Healthcare sector in the MENA region will be valued up to \$144 billion by 2020. The GCC region is expected to account for \$69 billion of the total MENA healthcare market by 2020. The World Health Organization estimates that the public sector will be responsible for 64 % of MENA healthcare market expenditure.

As a result of this growing population and their demand for health services, the expected shortage of the hospital beds in MENA region is projected to be 360,000 by 2020. Almost two-thirds of the 3,300 hospitals in the region are government-owned, with the majority of these facilities found in Egypt, Saudi Arabia, Algeria, and Morocco.

Private funding has also been attracted into the MENA healthcare sector in the last ten years, amounting to approximately \$1.59 billion. The healthcare industry in MENA region requires more number of credentialed professionals to plan, execute and operate a sustainable healthcare business.

## OBJECTIVES

The Health Service Planning Professional Development Course will provide organisations and individuals with the knowledge and capabilities to plan for health services in a range of settings and facilities.

This course greatly benefits those wishing to undertake practical and scientific analysis of population health and health service data to produce demand projections, evaluate scenario options for the best future service delivery in any given context. Attendees will develop skills to compose high level planning reports, briefs and submissions. A key objective is to empower attendees with awareness and understanding of the methodologies, theories and principles underpinning planning in the health sector.

## BENEFITS

Upon successful completion of this course, participants should be able to:

- Determine the major issues and frameworks that underpin health service planning
- Understand the major theoretical and practical approaches to planning
- Consider the core principles and components of planning when devising or evaluating a healthcare service, facility or models of care
- Critique, interpret and synthesise population and health service utilisation data to develop well-informed, effective and evidence-based solutions to health planning challenges

## WHO SHOULD ATTEND

Public Health Professionals, Health Service Managers, Facilities Managers, Local, Regional, State and Area Government Planning Managers and Personnel, Health Service Researchers, Health Data Analysts, Health Policy and Planning Professionals

# HEALTH SERVICE PLANNING

professional development course

## OUTLINE

The course is conducted over four days, The topics covered during the course are provided below:

- Overview of health service planning, its history, best practice, definition of key terms and current methodologies, philosophy and approaches to its practice
- The service planning process, taking projects from inception to completion
- Evaluation of research literature for service planning, determining validity and reliability to inform health planning
- Service planning data, data sources, collection and analyses required for effective practice and results, calculating key planning units and assessing output
- The process of developing and implementing models of care and their relationship with health service planning
- Service Planning Module, a service planning tool used to reliably project health service demands for specific populations
- Demonstration on the use of the service planning tool in conducting a planning study for a health facility
- Communication and stakeholder consultation to facilitate planning project success
- Evaluation of health service plans to determine effectiveness of implemented strategies
- Developing an effective implementation program to translate the service plan to service development and operations
- Oral, written and visual presentation techniques directed to various stakeholders, the effective communication of planning results

## SPEAKERS

Mr Robert Martin is Consultant for Health Service Planning at TAHPI and Lecturer in Health Service Planning with the University of Technology Sydney. With over 20 years' experience in the health planning, Robert has managed and directed a large number of complex and challenging health service and planning projects. His most recent contributions are creating and refining the scientific methodology behind supply and demand modelling for an innovative service planning system.

Ms Frances Ng is the Head of Health Service Planning at TAHPI. Having previously worked with government and non-government health agencies around the Asia Pacific region as a clinician and public health practitioner, Frances' work now focuses on health system improvements through evidence-based planning

## INVESTMENT

The investment for the course is USD 2000.

## VENUE

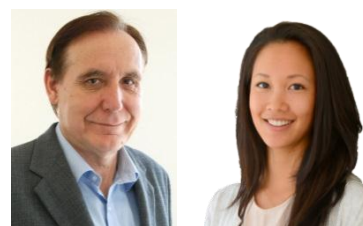
The course will be held at the Mohammed Bin Rashid Academic Medical Centre, Dubai Healthcare City, Dubai

## SCHEDULE

The course will consist of four full day sessions. 10am – 5pm. Saturday, Sunday, Monday and Tuesday.

## ACCOMMODATION

Arrangements for accommodation are the responsibility of participants and costs are not included in the course fee. A list of suitable accommodation in the area near to the venue will be supplied to participants upon registration.



# HEALTH SERVICE PLANNING

professional development course

## COURSE FEES

Regular (registration and payment): USD 2000

\*\*Corporate discounts are available for 5 or more participants from an organisation, please contact TAHPI for details

## REGISTRATION DETAILS

Name: \_\_\_\_\_ Surname: \_\_\_\_\_  
Organisation: \_\_\_\_\_ Job title/position: \_\_\_\_\_  
Address: \_\_\_\_\_  
Postal code: \_\_\_\_\_ City: \_\_\_\_\_ Country: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Mobile: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

## PAYMENTS

An invoice will be issued to you after completing and submitting your registration. Please note that full payment must be paid prior to the event.

## CANCELLATION

Registration cancelled 7 days before the course will incur a deduction of USD300 to cover administration

## ENQUIRIES

TAHPI Pty Limited  
Suite 401, Level 4, Building 25  
P.O. Box 27801  
Dubai Healthcare City, Dubai, UAE  
+97 144 281 348  
Kaltun Mohamed  
[courses@tahpi.net](mailto:courses@tahpi.net)  
[kmohamed@tahpi.net](mailto:kmohamed@tahpi.net)

