

Healthcare Financing, Digital Transformation, and Investment Strategy

COURSE OVERVIEW

This course explores the evolving intersection of health economics, digital innovation and strategic investment in the global healthcare landscape. It takes a critical look at the policy frameworks, risk management and the role of private and public investments employed in strengthening healthcare systems, offering a holistic view of how financial strategy and digital transformation can drive long term value and improved patient outcomes. Participants will gain an extensive understanding of modern financing models, emerging digital health technologies and data-driven decision-making approaches that enhance healthcare delivery and sustainability.

WHO SHOULD ATTEND?

This course is tailored for healthcare executives, policy makers, financial analysts, investors, digital health professionals and senior managers involved in health system planning, financing, or innovation. It is also valuable for consultants, development partners and leaders in public health institutions seeking to align investment and technology strategies with organizational and national healthcare goals.

COURSE OUTCOMES

Delegates will gain the skills and knowledge to:

- Analyze and apply key healthcare financing mechanisms and models.
- Evaluate the financial and operational impact of digital transformation in healthcare.
- Design effective investment strategies to promote sustainability and growth in health systems.
- Integrate data-driven insights for strategic decision-making and performance optimization.
- Identify opportunities for collaboration between public and private sectors in healthcare innovation.
- Develop frameworks for assessing financial risks and returns in digital health investments.

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;

- The fundamentals of healthcare financing and economic principles.
- Digital transformation trends impacting healthcare finance systems.
- Strategies for mobilizing and managing funds in healthcare.
- Investment analysis and financial decision-making in healthcare settings.
- The role of payment models and reimbursement mechanisms.
- Approaches to optimize financial sustainability and value in healthcare delivery.

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded