



Disruptive Innovation in Healthcare



COURSE DESCRIPTION

Our world is moving at such a rapid pace, that being ahead of the game is no longer an option, and the healthcare sector is no exception. Nowadays, to be a successful and visionary leader, it is no longer enough to know your market and environment, but you should also foresee the future opportunities and threats and act upon that, before they even happen.

Through discussion, analysis, and case studies, you will learn exactly how to do this, during this course, and then be more specific and apply it to the healthcare environment.

TOPICS COVERED

This course will cover important topics of:

- Innovation Process.
- What is disruptive innovation.
- Marketing a disruptive innovation.

COURSE LEARNING OBJECTIVES

- Facilitate innovation strategy: from idea generation to implementation.
- Use tools for implementing innovation projects.
- Assess new opportunities and potential threats in your own business or sector.
- Understand how to market a disruptive innovation, and to which target audience.

TARGET AUDIENCE

- Biomedical engineers
- Physicians
- Infection control practitioners
- Healthcare suppliers and vendors

PARTICIPANTS EVALUATION

The following methods will be used to deliver the course and engage participants in the learning process:

- Pre and post-tests
- Final project
- Classroom interaction and participation & Performance in group work (case studies, panel discussions, group activities...)

PROGRAM SCHEDULE - 8 CONTACT HOURS / 2 DAYS

DAY 1

Welcoming and learner Introduction

Module 1

What is an innovation

Module 2

What is disruptive innovation

Module 3

Marketing a disruptive innovation

DAY 2

Module 4

Disruptive innovation in Healthcare

Module 5

Main problems in Healthcare

Module 6

The forces affecting innovation in healthcare

Closing

The Trainer



Ms. Cynthia Esber MSc. Biomarketing

Cynthia Esber brings an extensive experience in the pharmaceutical industry, paired with a proven record in successfully managing and working with multidisciplinary and multicultural teams.

She last held the position of Regional Brand Manager and Brand team leader for Levant, Iran and Pakistan, where she effectively lead the lines of Anesthesia and Neonatology, winning herself and her team different high-level company awards and recognitions. She is currently a lecturer at Saint Joseph University (USJ) Faculty of Sciences, a member of its disciplinary board, a member of its alumni board, and a students' mentor for their Master's degree. She holds a Bachelor degree in Biochemistry and a Master's degree from the same university in Biomarketing, as well as many certificates throughout the years. In 2016 she ventured into a new entrepreneurial challenge and is now the co-founder and Managing director of Kaila s.a.r.l



About Osten Healthcare

Osten Healthcare is an ISO specialized training provider based in Ireland, created to provide holistic healthcare trainings and development courses to enhance the knowledge and skills of Healthcare Professionals, Consultants, and other stakeholders in the field.

Whether, online or onsite, Osten Healthcare's course objectives are unique.

We use systematic methods in transferring technical and managerial skills to participants and meticulously design our offerings to encompass the multifaceted experience of our consultants and experts.

Our team is made up of international teaching experts, characterized by their robust practical experience, specialized knowledge, and skills in designing high-quality courses that focus on providing participants with a fruitful and tailored learning experience. This would improve participants' competencies and equip them with valuable practical skills allowing them to thrive in their profession.

Osten Healthcare is remarkable when it comes to the follow-up & personalized support offered after the course completion, ensuring participants are satisfied with their learning outcomes.

In fact, our service extends beyond the workshop as our experts are always ready to answer any question.



For Registration

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