

ADAPTIVE HEALTHCARE STRATEGY CERTIFICATE

Program Description

In these unprecedented times, professionals in healthcare must adapt and rise to the challenges created by ever-evolving circumstances. In this certificate program, you will develop and apply the skills needed to provide care with agility. You will perfect your organization's virtual care and improve quality by providing excellent service to your patients and visitors. Finally, you will strategize to reach your goals in any care context and gain practical skills to lead your team through it all.

Designed for maximum flexibility, the Adaptive Healthcare Strategy Certificate program offers you a selection of courses in the following areas: Virtual Care, Patients as Consumers, Strategy, and Leadership.

In Virtual Care, you will strategize and practice excelling at communicating virtually, whether it is with patients or general audiences. Patients as Consumers will help you develop service-focused leadership competencies to engage colleagues in creating a strong service culture. In Strategy, you will focus on defining success when applying quality management approaches to improve quality at your organization. Lastly, Leadership will allow you to explore vital techniques when leading your team, be it through crisis or conflict.

By the end of this series, you will be an asset to your organization by confidently providing strategic care for your patients in any context.

For the best experience in this program it is recommended to take these courses in the order that they appear.

Key Takeaways

- Identify how to modify your processes in the virtual space
- Develop service-focused competencies to orient and engage teams in creating a strong service culture
- Analyze relevant goals, data, and feedback to improve quality at your organization
- Prepare to face challenges in your organization, from daily occurrences to unforeseen crises

What You'll Earn

- Adaptive Healthcare Strategy Certificate from Cornell SC Johnson College of Business
- 40 Professional Development Hours (4 CEUs)
- 0-20 Professional Development Credits (PDCs) toward SHRM-CP and SHRM-SCP recertification
- 0-20 Credit hours towards HRCI recertification

Who Should Enroll

- Licensed healthcare professionals
- Graduate students, medical school residents, and fellows
- Care managers/coordinators
- Patient services
- Medical administrators/office staff
- Department directors

- Leaders, administrators, and executives at all levels in the healthcare industry
- Hospital board members
- Any healthcare-focused organization looking to provide a consistently high level of customer service
- Professionals looking to catalyze and manage change within their healthcare organization

Total Investment

2 months to complete all courses

How To Enroll

For more information on how to enroll, please visit Adaptive Healthcare Strategy Certificate (<https://ecornell.cornell.edu/certificates/healthcare/adaptive-healthcare-strategy/>).

Courses

Code	Title	Hours
Select 1 course from each of 4 different elective streams:		
<i>Virtual Care (1 Elective Course)</i>		
eCornell WCM10	Telemedicine	
eCornell LSM71	Virtual Communication	
<i>Patients as Consumers (1 Elective Course)</i>		
eCornell SHA59	Developing Service Excellence Competencies	
eCornell SHA59	Delivering an Excellent Customer Experience for Your Organization	
eCornell LSM6C	Interpreting the Behavior of Others	
<i>Strategy (1 Elective Course)</i>		
eCornell JCB40	Quality and Process Improvement Metrics and Strategies for Healthcare	
eCornell LSM63	Setting Internal and External Conditions for Success	
<i>Leadership (1 Elective Course)</i>		
eCornell DYS51	Managing People in a Healthcare Setting	
eCornell LSM63	Leading in a VUCA World	
eCornell SHA71	Crisis Communication Planning	