

# HEALTHCARE CHANGE MANAGEMENT CERTIFICATE

## Program Description

Healthcare delivery continues to be in a state of constant change and as a result, today's healthcare leaders must transform the way their organizations respond to and lead change initiatives. Leaders must not only be able to lead their organizations through change, but they must also be able to successfully interact with multiple affiliated entities. Professionals need to successfully manage and lead people through change initiatives to transform their entities to meet the demands of tomorrow's delivery systems. Leaders must be able to master the quantitative and qualitative approach to innovation in the healthcare setting, focusing on the levers of strategy, measurement, leadership, and culture.

In this certificate, professionals will reset their thinking around how best to understand, measure, implement, and lead successful change initiatives. Leaders must also understand the impact that culture has on organizational success. As a result of this certificate students will learn strategies that can impact their confidence, self-efficacy and as a result, their job satisfaction.

## Key Takeaways

- Assess and diagnose your existing organizational culture, vision, and shared values
- Measure, track, and communicate the results of your change initiatives
- Map out the strengths and weaknesses of your industry in order to create a profitable and attractive strategic plan
- Devise a strategic plan for your organization based on the existing strengths, weaknesses, opportunities and threats facing your organization
- Identify areas for improvement and potential growth
- Identify the precursors to change in the healthcare industry
- Know when and how to communicate changes to your employees in order to get maximum buy-in
- Develop a change management plan to successfully carry out a change initiative

## What You'll Earn

- Healthcare Change Management Certificate from Cornell College of Human Ecology
- 40 Professional Development Hours (4 CEUs)

## Who Should Enroll

- Hospital board members
- VP level and C-suite executives
- Healthcare professionals with supervisory, management or executive-level responsibilities
- Hospital and healthcare facility administrators
- Professionals looking to catalyze and manage change within their healthcare organization

## Total Investment

- 2 months to complete all the courses

## How to Enroll

For more information on how to enroll, please visit Healthcare Change Management Certificate (<https://ecornell.cornell.edu/certificates/healthcare/healthcare-change-management/>).

## Courses

Code	Title	Hours
eCornell SLN511	Changing Organizational Culture in Healthcare	0
eCornell SLN512	Aligning Healthcare Products, Services, and Strategies	0
eCornell SLN513	How to Build A Strategic Plan for your Healthcare Organization	0
eCornell SLN514	Leading Change in Healthcare Organizations	0