



**ROSEBANK
INTERNATIONAL**
University College

**SHORT
LEARNING
PROGRAMME**



Service Quality Management in Healthcare



COURSE DESCRIPTION

Service provision in the health sector goes beyond everyday customer service because: the services outcomes need to be uniquely constructed to promote care, healing and wellbeing for patients and clients. Drawing on principles from strategic operations management, systems thinking and care, this course explores ways in which services can be excellently delivered to enhance clients' experiences in the healthcare sector through quality service and excellence. The course will explore strategies for managing clients' expectations and complaints to engender holistic care to enrich clients' experience using systems and interpersonal and effective communication to achieve service excellence.

LEARNING OUTCOMES:

Upon completion of the course students should be to:

- Discuss the peculiarity of service delivery in healthcare settings.
- Identify the gaps to improve service quality to optimize client's care.
- Explore the role of technology and digital communication in healthcare services.
- Develop service management strategies to manage client care and client satisfaction that retains brand reputation.

Mode of Delivery

- In-person

Modules

- Definition of healthcare and identification of diverse and varied health settings
- Mapping the healthcare landscape to identify gaps and challenges in service provision
- Practicalizing the concept of "care" in healthcare service provision
- Using technology and different communication means towards quality service delivery
- Designing a care-centric service quality to service delivery in the health sector and in healthcare

Course Information

- **Course Fee:** GHC 3,600
- **Session (Days):** 3
- **Duration:** 18 Hours
- **Mode of Delivery:** In-person
- **Venue:** RIUC

Who Should Attend

- Hospital Administrators
- Human Resource Managers in Health Services
- Health Centre Heads
- Service Coordinators
- Healthcare Administrators
- Healthcare Professionals in Quality Assurance/Quality Improvement
- Pharmacy Technicians
- School and Workplace Nurses
- Health Service Managers
- Clinicians
- Nurses and Midwives

Certification

- Certificate of attendance by Rosebank International University College



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