

ADVANCED HEALTH INNOVATION MANAGEMENT PROGRAM



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TRAINING CENTER



Introduction

Healthcare systems face rising demand, constrained budgets, and rapid technological change at the same time. The Advanced Health Innovation Management Program Training Course prepares health leaders to respond to those pressures with structured innovation rather than isolated projects. Participants learn to identify unmet clinical and operational needs, design and test solutions, and move successful pilots into routine practice. Furthermore, the course covers digital health technologies, evidence generation, and regulatory pathways. In addition, it addresses funding, stakeholder engagement, and change management in clinical settings. As a result, organisations gain innovations that improve outcomes and reach patients reliably.

Advanced Health Innovation Management Program Course Objectives

- Apply design thinking and needs assessment to clinical and operational problems.
- Use the Lean Startup approach to test healthcare innovations quickly.
- Assess digital health technologies including telehealth, AI, and remote monitoring.
- Build value propositions and business cases for health innovations.
- Apply evidence generation methods including pilot studies and evaluation frameworks.
- Navigate regulatory, ethics, and approval pathways for health solutions.
- Manage innovation portfolios with horizon planning and stage gates.
- Engage clinicians, patients, and payers as co-design stakeholders.
- Apply change management models such as Kotter and ADKAR in clinical adoption.
- Measure innovation impact with clinical, operational, and financial KPIs.

Course Methodology

- Instructor-led sessions linking innovation theory to health service practice.

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- Case studies from hospital, primary care, and public health innovation programmes.
- Practical exercises in needs assessment, value proposition design, and business cases.
- Simulation of pilot design, evaluation, and scaling decisions.
- Group workshops building an innovation portfolio and adoption plan.
- Continuous knowledge checks and a final assessed innovation project.

Who Should Take This Course

- Health service managers and hospital administrators.
- Clinical leaders and medical directors driving improvement.
- Health innovation and transformation programme managers.
- Public health officials and policy advisors.
- Digital health and health informatics specialists.
- Healthcare entrepreneurs and product owners.

Advanced Health Innovation Management Program Course Outlines

Day 1: Health Innovation Foundations

- Why health systems need structured innovation.
- Sources of unmet need across clinical and operational pathways.
- Design thinking: empathise, define, ideate, prototype, test.
- Patient and clinician co-design principles.
- Mapping the health innovation ecosystem and its actors.
- Barriers to innovation in regulated clinical environments.
- Workshop: running a needs assessment for a real health problem.





Day 2: Ideation, Testing, and Value Design

- Idea generation techniques for multidisciplinary health teams.
- Lean Startup: minimum viable product and validated learning.
- Rapid cycle testing and small-scale clinical pilots.
- Building value propositions for patients, clinicians, and payers.
- Cost-benefit and return-on-investment analysis for health innovations.
- Health technology assessment concepts and evidence requirements.
- Workshop: building a value proposition and pilot design.

Day 3: Digital Health and Technology Adoption

- Telehealth, remote monitoring, and virtual care models.
- Artificial intelligence and decision support in clinical practice.
- Electronic health records, interoperability, and data standards such as HL7 and FHIR.
- Cybersecurity and privacy requirements for health data.
- Vendor evaluation, procurement, and build-versus-buy decisions.
- Scaling digital solutions across sites and departments.
- Workshop: assessing a digital health solution for adoption.

Day 4: Governance, Regulation, and Funding

- Regulatory pathways and approval requirements for health solutions.
- Ethics review, consent, and patient safety considerations.
- Clinical governance and quality assurance for innovation.
- Funding routes: grants, internal budgets, and partnership models.
- Portfolio management with horizon planning and stage gates.

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- Intellectual property and partnership agreements.
- Workshop: preparing a funding case and governance plan.

Day 5: Adoption, Scaling, and Impact Measurement

- Change management with Kotter's eight steps and the ADKAR model.
- Clinician engagement and overcoming adoption resistance.
- Training, workflow redesign, and implementation support.
- Clinical, operational, and financial KPIs for innovation.
- Evaluation frameworks and lessons learned reviews.
- Building a multi-year health innovation roadmap.
- Workshop: presenting an innovation scale-up and impact plan.

Conclusion

By successfully completing the Advanced Health Innovation Management Program Training Course, participants will have acquired the knowledge to identify unmet health needs, design and test innovations rigorously, assess digital health technologies, navigate regulation and funding, and scale successful solutions into routine care. They will also gain the ability to measure innovation impact through clinical, operational, and financial indicators. Furthermore, the course prepares health organisations to innovate within safety and governance boundaries. Gentex Training Center delivers this programme with a strong emphasis on practical, health-service-ready innovation practice.

FAQs





Q1 What is the "Advanced Health Innovation Management Program" course about?

It is a professional programme on managing innovation in health services. It covers needs assessment, design thinking, pilot testing, value proposition and business case design, digital health technologies, regulatory and ethics pathways, funding, portfolio management, clinical adoption, and impact measurement.

Q2 What are the key benefits of the "Advanced Health Innovation Management Program" course?

Participants gain a structured route from clinical problem to adopted solution, which reduces the number of pilots that never scale. The course improves business case quality and funding success, strengthens governance and safety compliance, accelerates clinician adoption, and gives leadership credible evidence of clinical and financial impact.

Q3 What skills will I gain from the "Advanced Health Innovation Management Program" course?

Health needs assessment and innovation design; pilot testing, evaluation and value proposition development; digital health technology assessment and adoption planning; and regulatory navigation, funding cases and impact measurement.



Q4 What tools, methods, or standards are covered in the "Advanced Health Innovation Management Program" course?

The course covers design thinking, Lean Startup with minimum viable products, rapid cycle testing, health technology assessment concepts, cost-benefit and ROI analysis, telemedicine and remote monitoring models, AI decision support, HL7 and FHIR interoperability standards, health data privacy requirements, ethics review processes, horizon planning and stage gates, Kotter's eight-step model and the ADKAR model, and clinical, operational, and financial KPIs.

Q5 How is the "Advanced Health Innovation Management Program" course applied in real-world practice?

Graduates apply it by running needs assessments with clinicians and patients, designing small-scale pilots with clear success measures, and preparing funding cases supported by evidence. They also assess digital solutions against interoperability and privacy requirements, manage innovation portfolios with stage gates, and lead adoption through training and workflow redesign.