



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

ONLINE CERTIFICATE PROGRAM STRATEGIC MANAGEMENT PROGRAM FOR HEALTH FACILITY MIDDLE MANAGERS

Program starts at:

Cohort 1- 13 June 2022

Cohort 2- 15 August 2022

Cohort 3- 10 October 2022



STRATEGIC MANAGEMENT PROGRAM FOR HEALTH FACILITY MIDDLE MANAGERS

A twelve (12) half-day program that aims to enhance the knowledge, skills, and competencies of health facility leaders in the areas of Strategic Management, Leadership and Finance that will enable them to successfully navigate their teams and organization, as well as be able to adapt to the requirements of the 21st century health environment.

OVERVIEW

The Department of Health (DOH) envisions the Filipinos to be among the healthiest people in Southeast Asia by 2022 and in Asia by 2044. Its mission is to lead the country in the development of a productive, resilient, equitable, and people-centered health system for Universal Health Care.

DOH is also directed by Executive Order No. 138 on the Full Devolution of Certain Function of the Executive Branch to Local Governments, creation of a Committee on Devolution and for other purposes; to develop the capacity of local government to deliver basic social services and critical facilities to their constituents, including health and ensure accountability, competence, professionalism, and transparency of local leaders through the development of institutional systems that uphold good governance and strengthen their capacities for managing public resources.

The current global health pandemic situation drastically changed the social environmental landscape, thus, necessitates the upscaling and retooling of leaders to enable them to address effectively and efficiently the pressing needs of the stakeholders.

PROGRAM OBJECTIVES

The program intends to equip the participants with concepts, frameworks, principles, and innovative tools in Strategic Management that will assist them to perform all intents and purpose of their mandated functions.

The program will also strengthen the participants' **problem-solving**, decision-making, and team-building skills in the new setting that they will be actively involved in.

It will enhance their skills and competencies in formulating and implementing the organization's goals and objectives, that if achieved, will create an impact to the stakeholders.

PROGRAM SCHEDULE

Cohort 1- 13 June 2022
Cohort 2- 15 August 2022
Cohort 3- 10 October 2022

PROGRAM FORMAT

Blended: to be delivered both via online live virtual interactive sessions in Zoom, and face to face sessions at AIM.

PROGRAM FEE

PHP 62,400.00 or USD 1,248.00*

*Based on USD 1 = PHP 50. The prevailing exchange rate at the date of payment may apply.

Contact us to find out how you can participate:

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WHAT YOU WILL LEARN

- Leading in the VUCA (Volatile, Uncertain, Complex, Ambiguous) world
- Bridging Leadership
- Understanding Complex Issues through Systems Thinking
- Program and Project Management
- Government Budgeting and Planning
- Concept of Public Private Partnership
- Principles of Strategic Management
- Data Analytics
- Innovation

KEY BENEFITS

At the end of the twelve (12) half-days, participants will have sharpened their Strategic Management skills and learned how to use the tools required from an effective health leader, which include:

- SAPPADAPA
- The Logical Framework
- Balanced Scorecard
- Strategy Formulation and Execution
- Monitoring and Evaluation
- Innovative Project Tools

WHO SHOULD ATTEND

1. Identified Health Facility Middle Managers
2. Health Leaders



Learning Content

Day 1
VUCA
Environment

Day 2
Systems
Thinking

Day 3
Program and
Project
Visioning and
Planning

Day 4
Basic
Government
Budgeting and
Planning

Day 5
Infrastructure
Procurement

Day 6
Asset
Management

Day 7
Framework
and Principles
of Strategic
Management

Day 8
Strategy
Formulation

Day 9
Balanced
Scorecard

Day 10
Strategy
Execution

Day 11
Data Analytics

Day 12
Communication
for Health Leaders

Your Program Faculty



Raul P. Rodriguez, PhD
Retired Clinical Professor, Leadership
Academic Program Director
Executive Master in Business Administration
Asian Institute of Management

Prof. Raul P. Rodriguez is a Clinical Professor and Academic Program Director for the Executive Master in Business Administration. He has a PhD in Leadership Studies and a Bachelor of Science in Management Engineering from Ateneo de Manila University. His expertise lies in Leadership, Management, Enterprise IT Management and Organizational Development. He has been in academe as Lecturer in the Ateneo John Gokongwei School of Management, Ateneo School of Medicine and Public Health, and Enderun Colleges. He has held executive positions in various companies including Maynilad Water, SPI Technologies, ABS-CBN, Colgate-Palmolive Phil., and



Dr. Timothy M. Ting
Adjunct Faculty
Asian Institute of Management

Dr. Timothy Ting is Development practitioner, public health physician, executive coach, program and project expert. He earned his Masters in Development Management from the Asian Institute of Management. He is a Doctor of Medicine from the University of the Philippines and earned Bachelor of Science in Biology. His Expertise includes Bridging Leadership, Capacity Development, Project and Program Management.

Dr. Timothy's Professional Experience: Consultant of Alliance for Improvement of Health Outcomes (AIHO), as Bridging Leadership Master Trainer and Associate Director of Zuellig Family Foundation.



Rene T. Domingo
Adjunct Faculty, Retired Associate Professor
Asian Institute of Management

Rene Domingo earned his Master of Science in Management Engineering at Nagoya Institute of Technology (Japan). He graduated Bachelor of Science in Industrial Engineering, Magna Cum laude at University of the Philippines. His expertise are: Total Quality Management, Lean Management, Service Operations, Healthcare Management. He is Consultant and Trainor, Major local and Asian firms, including banks and hospitals. He also had an award: Productivity Excellence Award in Education and Promotion: Asian Productivity Organization (APO) Society of the Philippines



Alberto G. Mateo, Jr.
Clinical Professor, Finance & Leadership
Head, School of Executive Education and Lifelong Learning
Asian Institute of Management

Alberto G. Mateo, Jr. is a seasoned business leader, educator, and certified coach. He earned his coaching certification from the NeuroLeadership Institute and is currently a practicing executive coach. Professor Mateo brings with him thirty-four years of progressive experience in the fields of general management, finance, human resources, and management education with multinational sales organizations and academic institutions. He is currently the Head of the School of Executive Education and Lifelong Learning at the Asian Institute of Management. Before joining AIM, he was the President and Managing Director of HP Inc. and Pfizer, Inc. in the Philippines.



Antonio Ma. C. Perez
Adjunct Faculty
Asian Institute of Management

Antonio Ma. C. Perez teaches Systems Thinking, Balanced Scorecard, Quantitative Analysis and Operations Management. Prior to joining AIM, he was a regular lecturer in Operations Management and Decision Analysis in the MBA program of the Malaysian Institute of Management in Kuala Lumpur. Professor. Perez obtained his MBA degree from the University of California Los Angeles (UCLA) with major in Management Information Systems. He was elected member to the Beta Gamma Sigma, the national honor society for students in Business Administration in the USA. He completed a course on Systems Dynamics at the Massachusetts Institute of Technology.



Harini Chari
Adjunct Faculty, Leadership
Asian Institute of Management

Harini Chari is a brand and communications strategist by education and a people developer by passion. She energizes and aligns brands of leaders, professionals and entrepreneurs such that they connect the dots and present themselves in a compelling manner on paper, online and offline. With two decades of experience across Asia, US, and Europe, Harini has led the brand strategy for organizations such as Amcham- Finland, National Council of Social Service- Singapore and strategic planning for brands like L'Oréal, Nestle and Tiffany's at McCann Erickson. She is a career brand coach and change consultant at Lee Hecht Harrison, Singapore. Harini has been featured in both Singapore & Swedish television news channels. She also has a masters degree in advertising from Michigan State University and is a REACH (Pioneer Institute in Personal Branding, USA) certified Personal Branding, 360-degree branding strategist.





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Matthew George O. Escobido
Adjunct Faculty
Asian Institute of Management

Matthew George O. Escobido is part of the Adjunct Faculty of the Institute. He was Program Director to the Institute's Department of Science and Technology-Leaders in Innovation Fellowship programs and the Master of Science in Innovation and Business. He started the Institute's Analytics Lab and Innovations Lab. He holds a Masters in System Design & Management from the Massachusetts Institute of Technology, a Master of Science in Mechanical Engineering at the Toyohashi University of Technology and an ABD (All but Ph.D. Dissertation) in Physics from the University of the Philippines. His expertise lies in Analytics, Innovation and Operations.



FOR INQUIRIES:
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By successfully completing SEELL's programs, credentials can be earned over time, stacked towards earning a Post-Graduate Certificate in an area of their choice, and ultimately, a Post-Graduate Diploma in Management. This leads to more career opportunities, advancement, and potentially high-paying jobs.

EARNING CREDENTIALS

Successfully completing the program earns participants two (2) units which can be credited to the following:

- Post-Graduate Certificate in Development Management

Participants will also earn two (2) units which can be credited to the Post-Graduate Diploma in Management.

*The Post-Graduate Diploma in Management requires a total of twenty (20) units earned within three (3) years.

ELIGIBLE PROGRAMS

For guidance on other eligible programs for Post-Graduate Certificates and designing your learning journey with SEELL, please email us at SEELL@aim.edu or visit our website at <https://executiveeducation.aim.edu>



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