

Business for Health: Business Skills for Private Medical Practitioners

Many private medical practitioners are both clinicians and administrators managing their own enterprises. Their medical training prepared them to treat their clients, but not to manage health businesses. Poor business and financial management skills pose a constraint to the development of the private health sector and its ability to offer family planning, HIV and AIDS, maternal and child health, and other essential health services. Improvements in business administration can enable providers to enhance or expand their offering of quality health services and become more financially sustainable. This not only benefits the provider or manager, but also contributes to a vibrant private sector that can provide critical health services.

Business for Health Training Program

Business for Health is a competency-based training program in business administration and financial management. The SHOPS project designed the program for private practitioners who balance the rigors of a clinical practice with the need to manage their own health business. The curriculum helps private providers acquire the competencies required to run a private practice. It covers the key areas of a health practice: management, operations, health services quality, finance, and marketing. It was designed to be led by a skilled trainer in a small classroom setting.

Tailored to the Private Provider

The course is intended for the owners and managers of small, independent, private medical practices—clinics, social franchisees, small hospitals, maternity homes, and laboratories. The complete course comprises 22 modules.



Private health providers participate in a Business for Health training.

Business Basics for Owners and Managers

The Business for Health program consists of 22 daylong training modules covering key areas of general management, operations, marketing, quality management, and finance. The program is for trainers who will train owners and managers of private clinics and health facilities who want to sharpen their management skills to improve the effectiveness and profitability of their private practices.

Business Training Topics

Business for Health includes training for medical professionals in the following areas:

Section 1: Health Practice as a Business

- Module 1: Health Practice as a Business
- Module 2: What it Means to be a Business Owner
- Module 3: The Impact of Personality
- Module 4: Defining Your Health Practice Business
- Module 5: Manage the Growth of Your Health Practice

Section 2: Operations Management of Your Practice

- Module 6: Manage Human Resources
- Module 7: Manage Medications and Medical Supplies
- Module 8: Manage Medical Records
- Module 9: Manage Your Facility
- Module 10: Manage Risk in Your Health Practice

Section 3: Quality Assurance and Improvement in Your Practice

- Module 11: Understand Quality in Your Health Practice
- Module 12: Establish a Patient-Safety Culture
- Module 13: Ensure Quality at Every Stage of a Patient's Experience

Section 4: Financial Management for Your Practice

- Module 14: Understand the Importance of Financial Information
- Module 15: Understand Your Costs and Profitability
- Module 16: Manage Payments and Collections
- Module 17: Manage Your Cash Flow
- Module 18: Develop an Operational Budget
- Module 19: Fund Your Practice

Section 5: Marketing Your Health Practice

- Module 20: Understand the Market
- Module 21: Price Your Products and Services
- Module 22: Market Your Health Practice

Resources for Trainers

The Business for Health program includes easily adaptable materials for trainers. All materials can be downloaded from the SHOPS website and used, provided the source is properly acknowledged with the following statement: These materials have been developed by the USAID-funded SHOPS project.

To access the materials, go to www.shopsproject.org/businessforhealth.

For more information about the Business for Health program, contact info@shopsproject.org.

The Strengthening Health Outcomes through the Private Sector (SHOPS) project is a five-year cooperative agreement (No. GPO-A-00-09-00007-00) funded by the U.S. Agency for International Development (USAID). The project focuses on increasing availability, improving quality, and expanding coverage of essential health products and services in family planning and reproductive health, maternal and child health, HIV and AIDS, and other health areas through the private sector. SHOPS is led by Abt Associates Inc., in collaboration with Banyan Global, Jhpiego, Marie Stopes International, Monitor Group, and O'Hanlon Health Consulting. The views expressed in this material do not necessarily reflect the views of USAID or the United States government.

For more information about the SHOPS project, visit: www.shopsproject.org



Abt Associates Inc.
4550 Montgomery Avenue, Suite 800 North
Bethesda, MD 20814 USA
Telephone: 301.347.5000 • Fax: 301.913.6019
www.abtassociates.com