

FREE COURSE

**“HEALTH / NURSING EDUCATION: STRATEGIC
PLANNING IN THE SPOTLIGHT”**



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Mestrado Profissional em
Ensino em Ciências da Saúde
e do Meio ambiente

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MASTER'S PRODUCT

Volta Redonda, 2020



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Message to the health professional

This work is the result of a dissertation presented in the postgraduate program of the Professional Master in Health and Environment Teaching at the Centro Universitário de Volta Redonda (UniFOA), whose motivation is to invite health professionals to arouse interest in management.

Due to the importance of having a specialized workforce in the health area, it is observed that, within health institutions mainly in public hospitals, management is little explored. Health professionals compose a large part of the hospital contingent with regard to services provided directly to users and few of them develop quality management linked to institutional Strategic Planning, services that can make the service offer even higher.

Thus, the proposed free course was designed to instill interest on the part of health professionals about the importance of Strategic Planning and its main management tools, in addition to highlighting the importance of their active participation in this whole process.



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Dear student,

In order to provide management support to health professionals regarding Strategic Planning, we elaborate this Free Course that was developed through pedagogical content of teaching and learning, to support health professionals in their decision-making.



Target Audience:

Health Professionals/Nursing



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Welcome to the Free Course of Strategic Planning.

It is with great pleasure and great satisfaction that we invite you, health professionals, to know the world of management and to immerse themselves in this wonderful universe that is management with an emphasis even on public service.

In the current scenario of the SUS (Sistema Único de Saúde), we believe that there are few health professionals who are working in the management; thus, this course aims to bring more professionals with interest in this theme.

This course was structured with the interest of offering understanding about the tools of Strategic Planning, support the development of management skills and decision-making processes for health professionals.

The project of this course is based on Strategic Planning, Public Service and Management.



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Course Guide : Health / Nursing Education: Strategic Planning in focus

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Total Workload: 30hs

1. Presentation

The course is aimed at health professionals who want or wish to work with management, whether primary, secondary or tertiary, whether public or private. In addition, the course has a theoretical and practical focus on strategic planning actions based on the day-to-day work of these professionals and their real needs in the face of management. The course perspective is to present Strategic Planning as a tool for the daily work in public or private management.

Duration of the course:

the course will have a workload of 30 hours, divided into six modules, and visits to the public hospital unit, the student of this course, to receive the certificate, requires the completion of all modules, the six modules will last 02 weekends (10 am) or 05 weekly meetings (4 am), consisting of theoretical classes and Professional Experience meetings in the hospital environment.

4. Course Content

The design of this course is presented in six modules, as described below:

Module I of the course presents: Historical - conceptual aspects of health planning.

Module II of the course presents: Strategic Planning Environment, territory and health.

Module III of the course presents: Implementation of Strategic Planning.

In module V, we will address: Planning Tools and practice Strategic Planning.

And in module VI: Professional Experience in the Hospital Unit.



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2. Course methodology

The course methodology is based on classroom activities, in person. Classes are sequential, so there is a need for the student to have 100% presence and the topics covered talk to each other. The course requires the student to dedicate 1 hour a week to read articles on the topic studied in the following week.

3. Course evaluation

The evaluation process will happen during the course, using the observational methodology of participation in the classroom, and presentation of works at the end of the course / workshop, a self-evaluation and to finalize an evaluation containing 10 objective questions.



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5. Structure of the course

SUMMARY	WORKLOAD
Module I: Quality management in nursing education	
1.1- Health Concepts	4 hours/class
1.2- Quality Concepts	
1.3- Concepts on strategic planning as a quality tool.	
1.4 - Hospital Unit x Health Unit	
Module II: Historical - conceptual aspects of health planning	4hours/class
Module III: Strategic Planning: Environment, Territory and Health	
3.1- Territorialization in Health	4 hours/class
3.2- Management in the Unified Health System	
3.3 - Health information system	
3.4 - Work Process Management	
3.5- Resource and Process Management	
Module IV: Implementation of Strategic Planning	
4.1- People management	4 hours/class
4.2- Pact for Health	
4.3-The management pact	

4.4- Clinical Management Seeks Service Efficiency	
Module V: Planning Tools	
5.1- Balanced Scorecard (BSC)	4 hours/class
5.2- Canvas Business	
5.3- Matriz Swot	
5.4 - Practical Class: Practicing Strategic Planning in the Hospital Unit	
Module VI: Practicing Planning	
6.1 - Hospital Experience	10hs

Tools models:

Model: Swot Matrix



Model: Balaced Scorecard



Model: Canvas



6. Bibliography

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