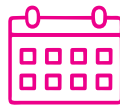


Certificate in Healthcare Leadership

Targeted Essential Skills Development



24 CNEs



12 Weeks



100% Online

In Partnership With the Leadership Development Unit of Duke University

Duke CE has been consistently ranked among the Top Global Custom Executive Education Providers by The Financial Times for two decades.

Duke CE delivers impact and insight in over 80 countries, for more than 300,000 leaders.

In 2022, Duke CE was #2 worldwide, and the Top Provider based in North America, Africa, Asia, and the UK.

The Need for Healthcare Leaders

In an age of uncertainty, leadership in healthcare is critical. The disruption caused by the COVID-19 health crisis shows that there is a worldwide need for health leaders who are catalysts as well as stabilizers. Not only unforeseen pandemics, but also other factors like technological advancements and shifting regulations are changing the way healthcare operates and is delivered. From hospitals to pharmacies to academia, healthcare leaders are needed to be stewards of value and to advocate for better patient care.

After the success of the Certificate in Nurse Leadership, Duke CE and OpusVi have collaborated again to build a leadership program that spans across different sectors, departments, and roles to prepare a new generation of leaders that can shape their organization and drive them to succeed in a new normal, now and in the future.

Leading in larger organizations entails not only knowledge of self but also of strategy and financial management. Leaders will learn to lead authentically, manage budgets, increase influence, navigate change, and improve communication and collaboration with research, information, and insights from experts in the healthcare industry who draw on their experience from doing more with less.

**14+ industry leaders
are involved in the
development of
this program**



Surveyed graduates have put the following skills into practice while still studying the program:

- Managing energy and avoiding burnout for themselves and their teams: 69%
- Coaching for performance and development: 60%
- Developing clear and measurable goals and objectives that build accountability: 54%
- Building and facilitating effective teams: 53%
- Leading and managing change: 64%

About This Course

Co-developed by Duke CE and OpusVi, this certificate empowers leaders with the knowledge, skills, and tools to better navigate their healthcare organization, effectively lead their team, and make an impact in their role.

Leveraging key leadership capabilities to develop an agile mindset, leaders will learn to translate and connect the strategy of their team's work through employee engagement and performance measures to organizational outcomes and success.

Designed for working healthcare professionals, this certificate offers practical examples and evi-

dence-based content that can be applied in a structured and methodical way to quickly move from insight to action. Guided by skilled facilitators and supported by peers, learners will build a framework and gain confidence in their leadership proficiency.

The program is organized in a series of three modules (Leading Self, Leading Others, and Leading Organizations). Each unit includes relevant, practical information, a chance to engage with other leaders, and assessments that provide opportunities to demonstrate leadership skills in different scenarios.

Who Should Study This Program?

The Certificate in Healthcare Leadership, co-developed by Duke Corporate Education (Duke CE, part of Duke University) and OpusVi, empowers leaders with the mindset, skills, and confidence to lead in a manner that is authentic to who they are.

Designed for healthcare professionals seeking to lead in an effective way, this program teaches leaders to evaluate themselves, improve communication, build relationships, and motivate others. Using a framework developed in collaboration with industry experts and world-leading instructors, students will learn to identify techniques and leverage opportunities to increase their influence across a matrixed organization. Through this online certificate, learners will build their leadership style and confidence to elevate performance and maximize impact.

- Aspiring and entry-level leaders working across diverse healthcare disciplines such as pharmacy, radiology, occupational therapy, diagnostics, and various other hospital and clinical departments
- Experienced managers and directors who want to elevate their existing skills and learn more about emerging leadership trends



Learn to:

- Increase self-awareness of personal preferences and styles and how to align with messages, habits, and behaviors that project an authentic and effective leadership identity
- Learn the value of strong relationships and networks and how to build them through communication and collaboration that increase trust and understanding
- Support and enhance the performance of others by defining clear goals and priorities, and employing key leadership levers such as motivation, coaching, delegation, and feedback
- Align with the overall operations of the organization by understanding, translating, and implementing strategic and financial plans at the team level and identifying ways to positively contribute to business performance
- Develop leadership techniques to increase their level of influence and guide both the process of change and people transitions as healthcare continues to evolve



Our Lead Contributors



Cindy Campbell, BA

Instructional Design, Duke Corporate Education
Project Director, Duke Corporate Education
Director, Distributed Learning Support, Fuqua School of Business, Duke



Ginger Figg

Retired Chief Administrative Officer,
Norton Medical Group



Patty White

Retired President and CEO of St. Joseph's Hospital and Medical Center



Thomas Brink

Retired President and CEO of Indiana University Health Workplace Health Services

Why Study This Course?



Real-world relevance

Thought leadership pieces and facilitation from senior staff including CEOs, Presidents, and CAOs

A comprehensive overview of topics helping healthcare leaders learn and refine the essentials

Engaging learning environment: video-based content, real case studies, projects, discussions, and job aids

High quality

Duke CE ranked top 3 globally in Custom Executive Education by Financial Times for the past 19 years

Duke CE has engaged over 300,000 leaders in over 80 countries

Co-created by one of the largest not-for-profit healthcare systems in the U.S.

Further your career

24 Continuing Education Units (CEUs) allowing healthcare professionals to meet their ongoing CE requirements

Competitive price:
\$2,495

Earn a certificate from Duke CE

Course Structure

Module One: Leading Self

Week 1: Becoming an Authentic Leader

Week 2: Increasing Energy, Effectiveness, and Impact

Week 3: Improving Communications and Building Relationships

Module Two: Leading Others

Week 4: Motivating and Coaching Others

Week 5: Aligning People and Work

Week 6: Addressing Performance Issues

Week 7: Elevating Team Effectiveness

Module Three: Leading Organization

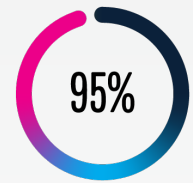
Week 8: Implementing Strategic Plans

Week 9: Managing the Finances

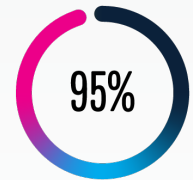
Week 10: When Change Happens

Week 11: Positioning for the Future: Communication and Influence

Week 12: Reflection and Planning for Continuous Improvement



would recommend or strongly recommend this course to other current/aspiring leaders



agreed that the content and learning objectives of the course were relevant to their leadership development needs



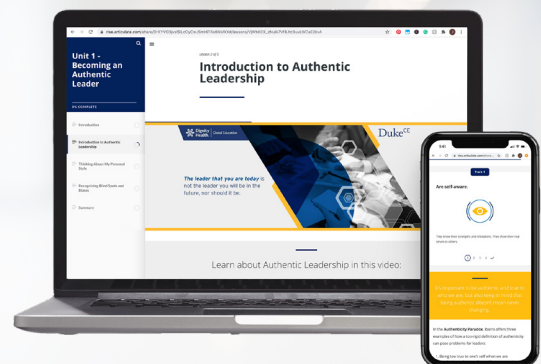
agreed or strongly agreed that as a result of completing this course, they will be able to improve patient satisfaction

Our Content

Today, online learning is opening up new opportunities for anyone who is seeking higher education, wherever they are in the world. The benefits of e-learning go beyond lower fees or flexibility as to time-management and geographical location — online education platforms can provide a smooth and reliable learning experience and deliver all the learning materials you need to enhance your skills as a healthcare professional and receive continuing education credits.

Our content comprises of the following:

- Dynamic, engaging video content
- Interactive lessons with practical hands on exercises
- Collaborative discussions
- Job aids and takeaways for continuous reference
- Networking opportunities





At OpusVi (Latin for Workforce), we partner with healthcare organizations to build transformative workforce solutions. We have developed a workforce development platform that enables healthcare systems and organizations to upskill and retain top talents. Dedicated to providing the best client experience, we have designed custom online and hybrid programs and workforce development solutions that improve and positively impact talent retention as much as patient health and quality of care. We remain leaders in the healthcare education space by creating scalable, cutting-edge solutions through innovative technologies, clinical expertise, and evidence-based training alongside the industry's top subject matter experts and academic institutions.



Part of Duke University, Duke CE is the premier global provider of leadership solutions. The Financial Times has ranked Duke CE among the top three globally in custom executive education for 19 consecutive years. Duke University is consistently ranked in the top ten US News ranking for national universities and in the top 20 globally.



Learn More

For enrollment inquiries, contact
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