

Leadership Masterclass for Healthcare and Non-Healthcare

Advanced Leadership and Practice Management Program

Instructor: Dr. Bruce Dornn, OD

Course Fee: \$6,700

Format: Professional Leadership Development Program

Target Audience: Optometrists, Healthcare and Non-Healthcare Professionals, Practice Owners, Clinic Managers, and Healthcare Team Leaders

Course Overview

Effective leadership plays a critical role in the success of healthcare organizations. Beyond clinical expertise, healthcare and non-healthcare must develop strong leadership, communication, and strategic decision-making skills in order to manage teams, improve patient care, and grow sustainable healthcare practices.

The Leadership Masterclass for Healthcare and Non-Healthcare provides participants with the knowledge and practical tools required to lead high-performing healthcare teams and manage modern clinical environments. The program focuses on leadership development, team management, operational efficiency, and strategic growth within healthcare organizations.

Participants will explore leadership strategies that improve workplace culture, strengthen communication, and enhance organizational performance. Through real-world examples and practical frameworks, this course helps healthcare and non-healthcare professionals develop the leadership capabilities needed to navigate the evolving healthcare landscape.

Course Learning Objectives

Upon completion of this course, participants will be able to:

- Understand core leadership principles within healthcare environments
 - Develop effective communication and team management strategies
 - Improve staff engagement and workplace culture
 - Implement strategic planning within healthcare organizations
 - Manage conflicts and challenges within clinical teams
 - Improve operational efficiency in healthcare practices
 - Build high-performing teams focused on patient care excellence
 - Lead organizational growth and innovation
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Course Structure

The course is organized into **10 structured modules** designed to help healthcare and non-healthcare professionals develop leadership capabilities and practical management skills.

Module 1: Foundations of Leadership in Healthcare

This module introduces the fundamental principles of leadership within healthcare organizations.

Topics include:

- Leadership versus management
- The role of leaders in healthcare environments
- Characteristics of effective healthcare leaders

- Leadership styles and approaches
 - Building trust within clinical teams
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Module 2: Communication and Interpersonal Skills

Effective communication is essential for successful leadership and teamwork.

Topics include:

- Clear communication with healthcare teams
 - Active listening and feedback
 - Building professional relationships
 - Managing difficult conversations
 - Communicating with patients and staff
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Module 3: Team Development and Staff Engagement

Strong teams are essential for delivering high-quality patient care.

Topics include:

- Building collaborative healthcare teams
- Staff motivation and engagement

- Delegation and role clarity
 - Supporting professional development
 - Creating a positive workplace culture
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Module 4: Conflict Resolution and Problem Solving

Healthcare leaders must effectively manage conflicts and operational challenges.

Topics include:

- Identifying sources of workplace conflict
 - Mediation and conflict resolution strategies
 - Decision-making frameworks
 - Managing workplace stress and challenges
 - Maintaining professionalism during conflict situations
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Module 5: Strategic Planning for Healthcare Practices

This module focuses on long-term planning and organizational growth.

Topics include:

- Developing a strategic vision for healthcare practices

- Setting measurable goals and objectives
 - Planning for growth and service expansion
 - Monitoring performance metrics
 - Adapting to changes in healthcare systems
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Module 6: Operational Efficiency and Practice Management

Participants will learn strategies for improving efficiency within healthcare operations.

Topics include:

- Workflow optimization
 - Resource management
 - Staff scheduling and productivity
 - Managing patient flow
 - Improving operational systems
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Module 7: Financial Awareness for Healthcare Leaders

Understanding financial performance is essential for managing a successful practice.

Topics include:

- Basic financial concepts for healthcare practices
 - Budget management
 - Revenue and expense analysis
 - Service profitability
 - Financial decision-making
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Module 8: Leadership in Patient-Centered Care

Healthcare leaders play an important role in maintaining high standards of patient care.

Topics include:

- Developing patient-centered cultures
 - Improving patient experience
 - Maintaining clinical quality standards
 - Supporting ethical decision-making
 - Enhancing patient satisfaction
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Module 9: Leading Through Change and Innovation

Healthcare systems are constantly evolving, requiring leaders to adapt and innovate.

Topics include:

- Managing organizational change
 - Encouraging innovation within teams
 - Introducing new technologies and services
 - Supporting team adaptability
 - Leading through uncertainty
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Module 10: Implementing Leadership Strategies in Practice

The final module focuses on applying leadership principles within healthcare organizations.

Topics include:

- Developing leadership action plans
 - Strengthening team accountability
 - Measuring leadership effectiveness
 - Continuous improvement strategies
 - Building long-term organizational success
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Teaching Methodology

This course combines practical leadership training with structured educational approaches.

Methods include:

- Leadership lectures and discussions
- Real-world healthcare scenarios
- Team management case studies
- Strategic planning exercises
- Leadership development frameworks

Participants will gain practical tools and strategies that can be applied immediately within healthcare organizations.

Certification

Participants who successfully complete the program will receive a **Certificate of Completion in Healthcare Leadership and Practice Management**, recognizing their participation in professional leadership training.

Instructor

Dr. Bruce Dornn, OD

Dr. Bruce Dornn is an experienced optometrist, educator, and international lecturer who has delivered more than 10,000 hours of professional education to healthcare and non-healthcare professionals worldwide. His educational programs focus on clinical excellence, healthcare innovation, and leadership development within modern optometry practices.

Dr. Dornn is also the co-author of *The Envision Book – The Dry Eye Treatment Revolution With Energy Based Devices*, which explores innovative technologies used in the treatment of chronic dry eye disease.