



NEGOTIATION STRATEGIES FOR HEALTH CARE PROFESSIONALS

Program Overview

Offered by Johns Hopkins Carey Business School Executive Education, this course is an essential resource for health care professionals aiming to master negotiation within the complex landscape of their industry. It focuses on imparting advanced negotiation skills, tailored to the unique dynamics of the health care sector, emphasizing the critical pillars of the business of health, practice of medicine, and delivery of care.

The course is structured to provide a deep understanding of negotiation strategies through a clear, straightforward, and personalized approach. It simplifies complex concepts and offers step-by-step guidance, ensuring participants not only understand the theory but also know how to apply these strategies in real-world situations.

A key aspect of the course is the relational approach, where participants learn the HEAR framework, specifically designed for health care negotiations. This includes expert-led practice sessions and strategic development exercises. Additionally, the course begins with a personalized analysis of each participant's negotiation and conflict style, followed by real-time feedback during negotiation simulations. This approach provides tailored insights, helping refine individual negotiation styles.

Participants will receive a comprehensive negotiation planning toolkit that will aid in their systematic preparation for real-world negotiations. This toolkit ensures the application of effective strategies in practical scenarios. Lastly, the course offers exclusive access to a rich library of negotiation content, enabling continuous learning and skill advancement beyond the course.

This course is a valuable opportunity for health care professionals to enhance their negotiation skills and apply them effectively in their field, ensuring successful outcomes in the complex health care environment.

Program Agenda

<p>DAY ONE: STACEY LEE, JD</p>	<p>9 a.m. - Noon The HEAR Approach and Negotiation Simulation</p>
	<p>1 p.m. - 4 p.m. TKI Assessment, Coalition and Alliance Building</p>
<p>DAY TWO: STACEY LEE, JD</p>	<p>9 a.m. - Noon Multi-Party Negotiation Simulation</p>
	<p>1 p.m. - 4 p.m. Negotiation Toolkit Strategies and Using Your Toolkit</p>