



# LBS HEALTHCARE INITIATIVE

Shaping the Future of Healthcare in  
Africa through innovation and research





# Transforming Healthcare Together

**T**he healthcare value chain in emerging markets often struggles with profitability and sustainability due to varying challenges, including limited access to quality care, inadequate infrastructure, and a shortage of skilled professionals.

These factors contribute to poor health outcomes and increased healthcare costs, often borne by the end users. By deepening their understanding of market dynamics, financial management, and strategic decision-making, healthcare leaders and professionals across the public and private sectors can develop innovative solutions to improve efficiency, enhance patient outcomes, and build more resilient, sustainable and ultimately profitable healthcare systems.

The LBS Healthcare Initiative is dedicated to transforming healthcare across Nigeria and Africa through collaborations with industry leaders to deliver exceptional management programmes, provide expert advisory services, and drive impactful thought leadership.

## Our mission

### To Enhance Healthcare Outcomes

Equipping healthcare professionals with the knowledge and skills to navigate the complexities of the modern healthcare landscape.

### To Foster Innovation

Through rigorous research that fuels sustainable improvements in healthcare solutions and drives industry growth.

### To Ensure Ethical and Societal Impact

By emphasising responsible and equitable healthcare practices that benefit all members of our communities

# Our Programmes

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## Regulatory Function As A Growth Pillar

₦650,000

*Gain a deeper understanding of the regulatory function as a competitive advantage.*

Designed to expose healthcare industry leaders to the dynamics of the socio-economic environment, participants will be equipped with the knowledge and skills to excel in the highly regulated pharmaceuticals, chemicals, and diagnostics industries. By the end of the programme, you will gain a deep understanding of the critical role of regulatory functions in ensuring product safety, quality, and compliance. You will also develop essential regulatory skills to position the regulatory function as a strategic driver of organisational growth and innovation.

### Programme Audience

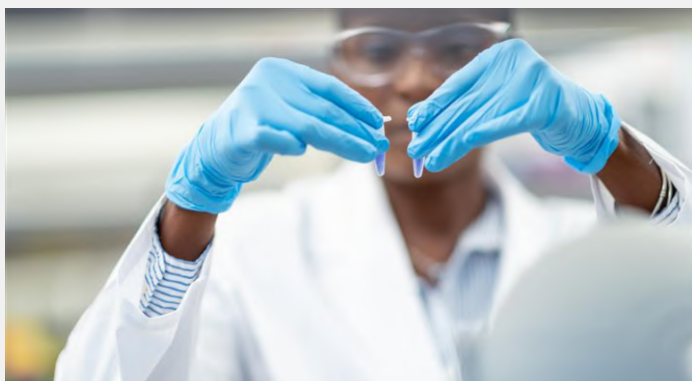
- Senior-level Executives - CEOs, Executive directors, and General Managers- in private and public sector healthcare organisations
- Regulatory directors and managers of pharma, and cosmetics companies
- Other stakeholders interested in the healthcare sector are encouraged to participate

2

## Scaling Your Healthcare Business

₦1,050,000

This programme provides a comprehensive foundation for scaling successful healthcare ventures. Participants will explore key principles and frameworks essential for growth, including visioning and strategic planning, team building and leadership, financial management and fundraising, strategic partnerships and collaborations, and navigating the healthcare industry's complex regulatory and operational landscape. The programme will emphasise sustainable and profitable growth, equipping participants with the knowledge and tools to build scalable and impactful healthcare businesses.



### Programme Audience

- Owners and Founders of healthcare organisations
- Senior-level executives (CEOs, COOs, Executive Directors, and General Managers) and strategic investors in hospitals, pharmacies, diagnostic labs, HMOs and medical consulting centres
- Other stakeholders interested in advancing the healthcare sector

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## Marketing Healthcare Products and Services

₦750,000



Designed to equip participants with the knowledge and skills to promote healthcare products and services effectively, they will learn proven frameworks and techniques for developing and implementing comprehensive marketing strategies, successfully launching new products or services, and measuring their marketing efforts and return on investment. By the end of the program, participants will be able to build a strong market presence and drive growth for their healthcare businesses.

### Programme Audience

- Owners, founders, producers, senior executives and marketing experts in the healthcare industry.



# Custom Programmes

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We collaborate with leading healthcare organisations to deliver customised programmes addressing sector-specific needs. Our offerings include leadership development for executives, patient care quality enhancement, and tailored training programs for healthcare professionals.

## Contact Information

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## Advancing Healthcare in Africa

In addition to our flagship programmes, we also support the healthcare industry through the following:

- Industry and Academic Research
- Advisory and consulting services
- Thought Leadership and Advocacy
- Networking and Community Building
- Industry Partnerships

## Work With Us

For more information about our programmes and activities, Please get in touch with us:



<https://www.lbs.edu.ng/healthcare-initiative/>



[healthcareinitiative@lbs.edu.ng](mailto:healthcareinitiative@lbs.edu.ng)



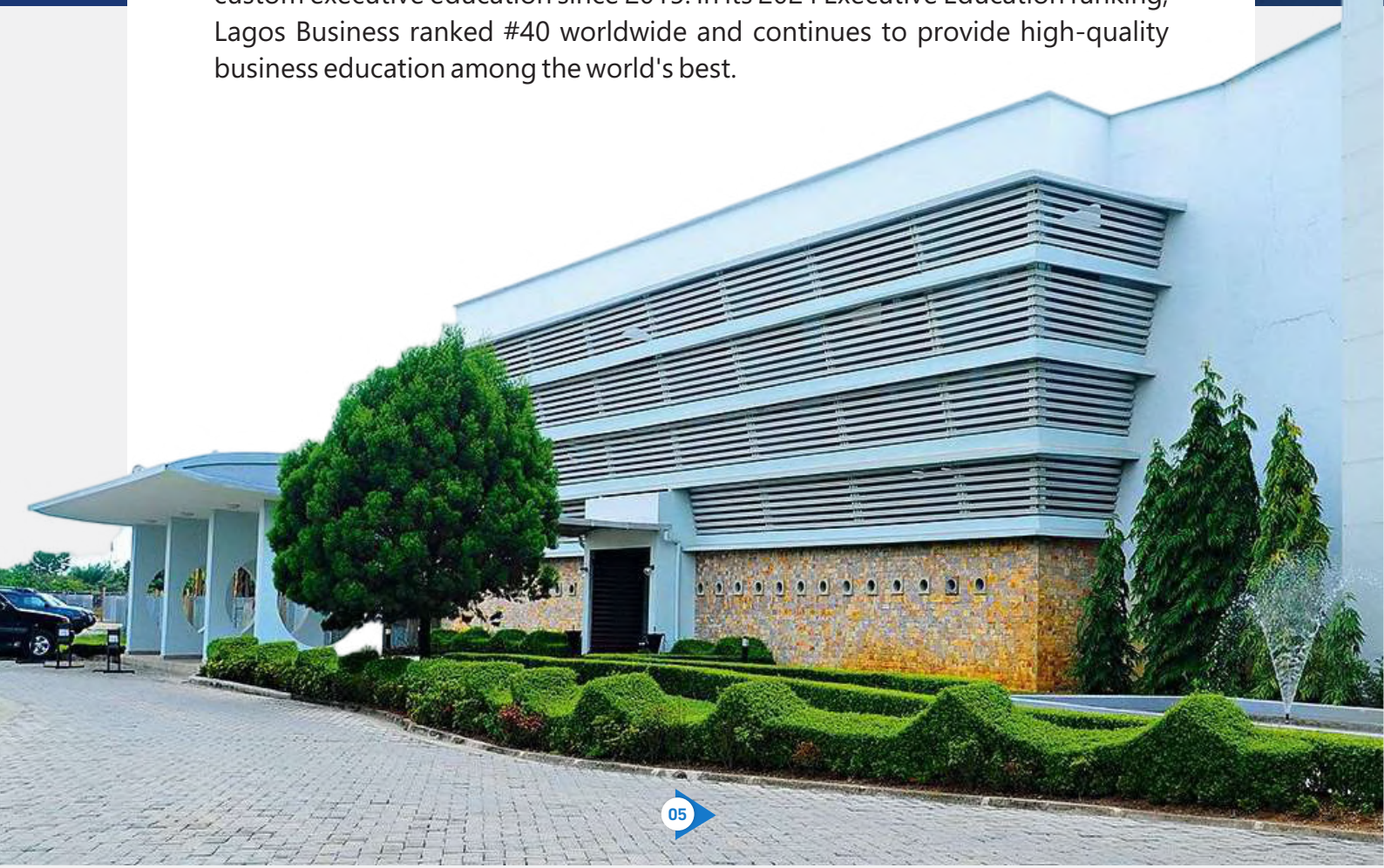
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# ABOUT LAGOS BUSINESS SCHOOL

**E**stablished in 1991, Lagos Business School is the graduate business school of Pan-Atlantic University, owned by the Pan-Atlantic University Foundation (PAUF), a non-profit foundation registered in Nigeria. LBS was founded on inspiration from the teachings of Saint Josemaria Escriva, the founder of Opus Dei.

Lagos Business School (LBS) is changing the face of business locally and globally, by developing business professionals with high standards of business ethics, professionalism, and deep knowledge of general management practices.

LBS has been ranked every year, since 2007 by the Financial Times of London, among the top global providers of open enrollment executive education and in custom executive education since 2015. In its 2024 Executive Education ranking, Lagos Business ranked #40 worldwide and continues to provide high-quality business education among the world's best.





# The Lagos Business School Experience

*Developing responsible leaders to  
inspire Africa's growth*

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Education at LBS is comprehensive, drawing on the experiences of a multinational faculty and participants. Learning is participant-centred and uses the case study method. Activities are held on the school's purpose-built facilities, which serve more than 3,000 participants yearly from indigenous and multinational companies. LBS has a robust alumni association with more than 8,000 members.



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Lagos Business School is ranked #2 in Africa and #40 worldwide  
in Executive Education. Financial Times London (2024)