



LBS HEALTHCARE INITIATIVE

Shaping the Future of Healthcare in
Africa through innovation and research





Transforming Healthcare Together

The 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

1 Regulatory Function As A Growth Pillar

3 Days

Date: 14th April 2025- 16th April, 2025 | **Price:** ₦ 650,000
Location: LBS Campus and Online (Hybrid)

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

5 Days

Date: 23rd June 2025 - 27 June 2025 | **Price:** ₦ 1,050,000
Location: LBS Campus and Online (Hybrid)

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

3 Marketing Healthcare Products and Services

3 Days

Date: 15 September 2025 - 17 September 2025
Price: ₦ 750,000
Location: LBS Campus and Online (Hybrid)



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.



Other key Activities

1

Thought Leadership and Advocacy

Raise awareness and share insights on healthcare management and ethics, engage in advocacy by collaborating with policymakers, healthcare associations, and stakeholders to shape healthcare practices that benefit society, and host or participate in conferences and industry events to discuss emerging trends, challenges, and innovations in African healthcare.

2

Advisory

We provide tailored advisory services to healthcare organisations to address operational efficiency, strategic planning, and sustainable growth. We also develop customised solutions for healthcare startups and organisations addressing unique challenges in Africa's healthcare landscape.

3





Custom Programmes

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.



Work With Us

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

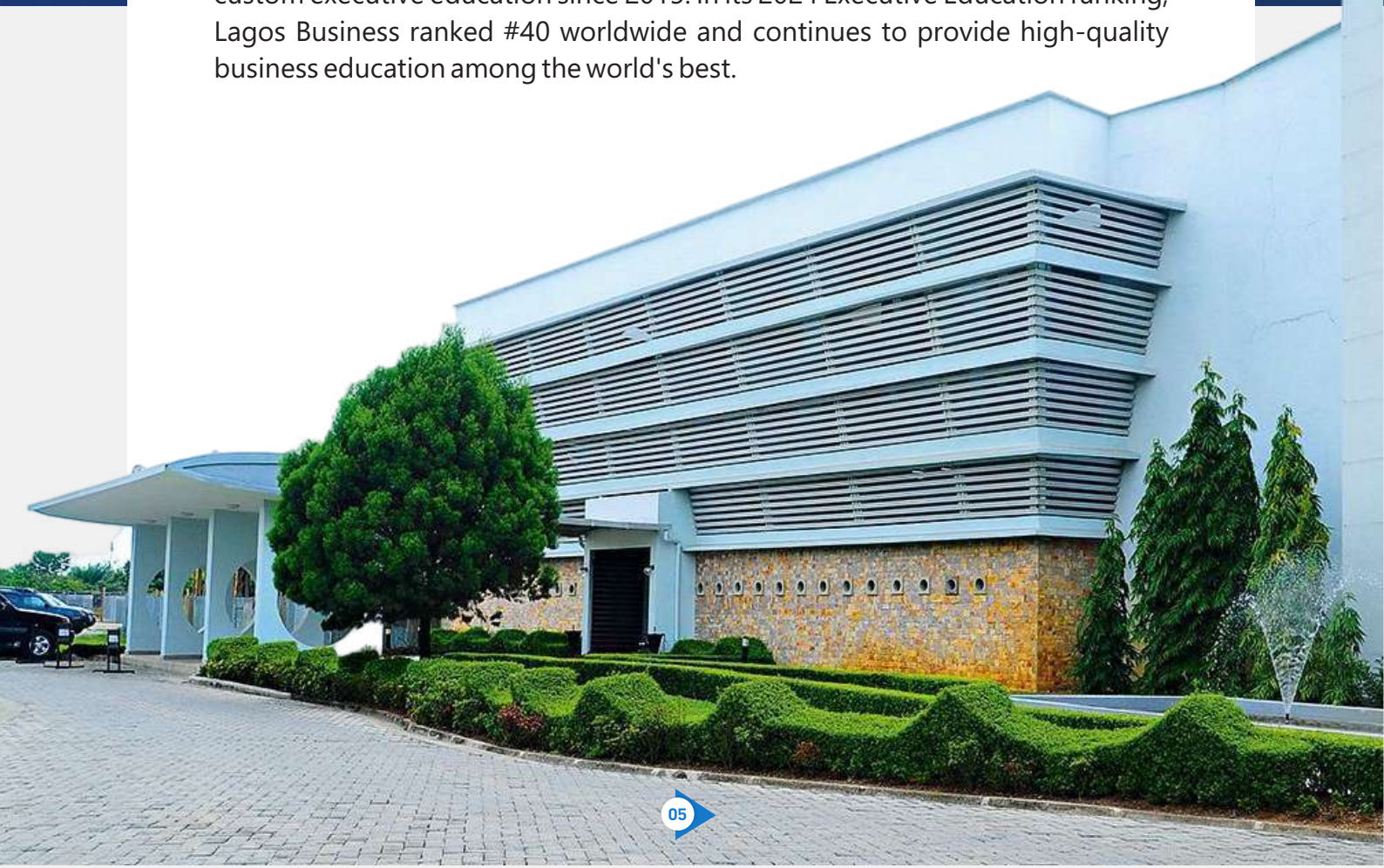
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ABOUT LAGOS BUSINESS SCHOOL

Established 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*

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)