

Nancy, April 7, 2025



Executive Education

Training healthcare professionals in management: ICN Business School and the Virtual Hospital of Lorraine launch "En J'eux", an innovative and interactive program for healthcare institutions

ICN Business School and the Virtual Hospital of Lorraine (Hôpital Virtuel de Lorraine – HVL) are pleased to announce the launch of *"En J'eux"*, a training program designed for healthcare professionals in managerial roles (nurse managers, department heads, doctors, administrators) within public and private healthcare institutions. Its aim? To strengthen their leadership and management skills to better prepare them for the current and future challenges of the healthcare sector. Based on an immersive and interactive approach through simulation-based learning, the program offers practical tools that can be applied immediately in professional settings.

"En J'eux" was developed through close collaboration between ICN and HVL to address the real needs and constraints of healthcare professionals, while bringing a fresh, expert perspective on managerial practices.

The training program is built around six core objectives:

- Provide new tools to leaders of public and private healthcare institutions in the Grand Est region to enhance their managerial effectiveness.
- Understand intergenerational dynamics and adapt to the specific needs of each generation for more inclusive management.
- Strengthen behavioral and interpersonal skills essential to team management and fostering interprofessional collaboration.
- Develop the ability to manage performance using resource management tools and KPIs (key performance indicators).
- Integrate digital tools and evaluate the use of social media in team management and internal communication.
- Encourage reflection on existing practices and promote collective intelligence to enrich decision-making processes.

A comprehensive program rooted in real-world challenges and supported by innovative teaching methods

The **100-hour training program, spread over 11 days**, combines courses, masterclasses, individual coaching, and on-site visits.

At the heart of the program lies **simulation-based pedagogy**, allowing participants to experience complex management situations in a safe environment. Each session follows a three-step structure: a **briefing** to outline the simulation's objectives, a filmed simulation exercise that places participants in realistic, real-world or recreated scenarios, and a debriefing session to analyze decisions, adjust management postures, and learn from the experience. This method, recommended by the **French National Authority for Health (HAS)**, promotes active learning and the immediate adaptation of behaviors in real-life situations.

The program includes several key modules: fundamentals of management practices, self-awareness and interpersonal communication, intergenerational management, conflict resolution and problem-solving, change management, creative leadership, and performance and KPI monitoring. Participants will also take part in CODEV (co-development) workshops to exchange best practices with peers, and participate in learning expeditions featuring inspiring encounters from within and beyond the healthcare sector. Individual coaching sessions will offer personalized support.

Pour en savoir plus sur le programme « En J'eux » et sur les modalités d'inscription, [cliquez ici](#).

La première session débutera le 24 juin 2025. Les inscriptions sont ouvertes.

COMMUNIQUÉ DE PRESSE



"This partnership fits perfectly into the transdisciplinary approach that defines ICN's unique pedagogy, and is fully aligned with our long-standing collaboration with the Faculty of Medicine at the University of Lorraine and the Nancy University Hospital. The benefits are twofold: on one hand, participants gain cross-sectoral skills that they can transfer to their own professional environments; on the other, faculty members are exposed to innovative pedagogical practices, especially in the area of simulation." – Philippe ALBANI, Deputy Director of Corporate Relations and Executive Education.



"The blending of knowledge creates real value and allows us to harness the best of both worlds. This partnership between ICN and the Virtual Hospital of Lorraine enables us to meet a wide range of needs, including the ability to confront and learn from mistakes in order to improve. The 'En J'eux' program won't be a top-down teaching experience but rather a reflective journey for each participant to improve themselves. This kind of pedagogy is truly unique." – Professor Stéphane ZUILY, Dean of the Faculty of Medicine, Midwifery and Health Professions

ABOUT ICN BUSINESS SCHOOL:

Triple accredited (AACSB, AMBA, EQUIS) and a member of the CDEFM within the Conférence des Grandes Écoles, ICN Business School trains students and executives to foster innovation through creativity in business. The school's #ArtTechnologyManagement pedagogy is delivered across its three campuses.

The ICN community is driven by three core values: openness, commitment, and team spirit. ICN Business School in figures:

- 3,500 students, including 38% international students
- 89 permanent faculty members and 27 affiliates
- 3 campuses: Nancy, Paris La Défense (France), and Berlin (Germany)
- 10 international offices: China, Russia, Senegal, India, North Africa, Sub-Saharan Africa, Latin America, Taiwan, Vietnam, and the Middle East
- Nearly 130 international partner universities
- 30 student associations
- 150 corporate partners
- 25,000 alumni

Founded in 1905 within the university system, ICN became an independent private business school in 2003. It is a state-recognized private higher education institution (EESPIG label), authorized to award bachelor's degrees (Bachelor in Management – Bac+3) and master's degrees (Grande École Program – Bac+5).

ABOUT THE VIRTUAL HOSPITAL OF LORRAINE (HVL):

The Virtual Hospital of Lorraine (HVL) is a continuing education center specialized in the healthcare sector. It offers a wide range of interdisciplinary and multidisciplinary advanced training programs, all based on simulation-based learning in healthcare. HVL is widely recognized by healthcare professionals seeking to improve their skills, with the ultimate goal of enhancing patient safety and the quality of care pathways.

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