

Postgraduate Certificate

Business Innovation and Entrepreneurship in E-Health



Postgraduate Certificate Business Innovation and Entrepreneurship in E-Health

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/pk/medicine/postgraduate-certificate/business-innovation-entrepreneurship-e-health

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01

Introduction

The E-Health area has increased its growth by leaps and bounds in recent years and with this, the demand for E-Health products has also increased in the market. For this reason, it is important that those experts who work in this field have specialized and updated knowledge of the latest developments in the sector, involving innovation as an essential tool. Therefore, this program has been designed for professionals who seek to update their knowledge and gain an accurate perspective on this industry, through a 100% online methodology that will allow the student to have greater control over their time.



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In a world where there is an oversupply of products, Innovation is an element of great value today and with this program you will be able to apply it in the management of an E-Health venture"

Technological advances in healthcare have enabled the creation of new growth opportunities within the healthcare innovation sector. For this reason, more and more companies are seeking to develop products and services focused on improving medical care, a situation that has generated a demand for professionals specialized in this area. To meet this need, TECH presents this Postgraduate Certificate in Business Innovation and Entrepreneurship in E-Health.

This degree provides a unique opportunity for professionals interested in the world of health and business. Because, the curriculum generates a combination of knowledge about entrepreneurship, innovation and technology applied to the medical field, which will allow students to develop advanced skills to achieve an excellent positioning within the sector. In addition, the course offers practical and theoretical tools so that students can apply them in their professional life.

During the academic program, the topics covered will include the innovative E-Health market, the different business models in their early stages, the Business Model Canvas and the Lean Startup methodology, practical tools for entrepreneurship in this sector. The goal is for students to strengthen their competencies to be able to identify business opportunities in this context.

All this, by means of the Relearning methodology, which allows the program to be taught 100% online and the student to have greater time flexibility, since they will have access 24 hours a day to the multimedia resources that make up this degree. In addition, you will have an excellent Professor team, which is composed by the best active specialists in this field and who will share with you the real panorama of this market.

This **Postgraduate Certificate in Business Innovation and Entrepreneurship in E-Health** contains the most complete and up-to-date scientific program on the market.

The most important features include:

- ♦ The development of case studies presented by experts in Business Innovation and Entrepreneurship in E-Health
- ♦ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where self-assessment can be used to improve learning
- ♦ Its special emphasis on innovative methodologies
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ The availability of access to content from any fixed or portable device with an Internet connection



This is the only academic program that will allow you to identify the most common mistakes when starting a business, so that you can avoid them"

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*From the comfort of your own home
and at your pace, two of the many
benefits of studying this degree"*

The program's teaching staff includes professionals from sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

Its multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive education programmed to learn in real situations.

The design of this program focuses on Problem-Based Learning, by means of which the professional must try to solve the different professional practice situations that are presented throughout the academic course. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

*You will master the knowledge about
market segmentation and create
your growth strategies based on it.*

*Be part of one of the largest sectors
in the market and improve your skills
thanks to this degree.*



02 Objectives

The main objective of this academic program is to provide students with a broader view of the latest developments in the healthcare market related to technology, so that they can be part of it and update their knowledge in this field to face the current challenges in the industry. This is based on a variety of didactic resources that have been specifically designed so that the learner can optimally master all the elements.



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Acquire a complete vision of the current E-Health market and elaborate effective strategies to achieve a good positioning within it"



General Objectives

- Develop key concepts of medicine that serve as a vehicle to understand clinical medicine
- Determine the major diseases affecting the human body classified by apparatus or systems, structuring each module into a clear outline of pathophysiology, diagnosis, and treatment
- Develop the key concepts of entrepreneurship and innovation in e-Health
- Determine what a business model is and the types that exist
- Collect e-Health success stories and mistakes to avoid
- Apply the knowledge acquired to an original business idea



Reach your goals with this Postgraduate Certificate and complement your resume to increase your professional expectations"





Specific objectives

- ♦ Analyze the e-Health market in a systematic and structured way
- ♦ Learn the key concepts of innovative ecosystems
- ♦ Building businesses with the Lean Startup methodology
- ♦ Analyze the market and competitors
- ♦ Find a solid value proposition in the marketplace
- ♦ Identify opportunities and minimize rates of error
- ♦ Be able to handle the practical tools of environment analysis and the practical tools to quickly test and validate your idea

03

Course Management

TECH has carefully selected the professor team for this program in order to guarantee an excellent education that will give students a significant advantage in the job market. In this way, the student will learn from the best prepared experts in the field, who will transmit the most important aspects related to the development of innovation and the management of a venture within the E-Health market. In addition, students will have the opportunity to improve their professional skills by learning first-hand about current requirements in this area.



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Learn from the best professionals in the field of Innovation and Entrepreneurship to achieve growth in E-Health”

Management



Ms. Sirera Pérez, Ángela

- ♦ Biomedical Engineer expert in Nuclear Medicine and exoskeleton design
- ♦ Designer of specific parts for 3D printing at Technadi
- ♦ Technician in the Nuclear Medicine area of the University Clinic of Navarra
- ♦ Degree in Biomedical Engineering from the University of Navarra
- ♦ MBA and Leadership in Healthcare and Medical Technology Companies

Professors

Ms. Crespo Ruiz, Carmen

- ♦ Director of Strategy and Privacy at Freedom&Flow SL
- ♦ Co-founder of Healthy Pills SL
- ♦ Innovation Consultant & Project Technician. CEEI CIUDAD REAL
- ♦ Co-founder of Thinking Makers
- ♦ Data protection consultancy and training. Tangente Cooperative Group
- ♦ University Lecturer
- ♦ Law Degree, UNED (National University for Distance Education)
- ♦ Degree in Journalism, University Pontificia of Salamanca
- ♦ Master's Degree in Intelligence Analysis, Carlos III and Rey Juan Carlos Universities, with the endorsement of the National Intelligence Center-CNI)
- ♦ Advanced Executive Program on Data Protection Officer



04

Structure and Content

Leading experts in the field of innovation have developed the contents of the curriculum of this Postgraduate Certificate, with the objective of providing students with a specialized understanding of Entrepreneurship within the world of E-Health. All this, based on the study of multimedia resources and the analysis of practical cases, elements that will strengthen the students problem-solving skills.



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Learn about the business models that exist and identify the most suitable ones to succeed in the E-Health market"

Módulo1. Business Innovation and Entrepreneurship in E-Health

- 1.1. Entrepreneurship and Innovation
 - 1.1.1. Innovation
 - 1.1.2. Entrepreneurship
 - 1.1.3. Startup
- 1.2. Entrepreneurship in E-Health
 - 1.2.1. Innovative E-Health Market
 - 1.2.2. E-Health Verticals: mHealth
 - 1.2.3. TeleHealth
- 1.3. Business Models I: First Stages in Entrepreneurship
 - 1.3.1. Types of Business Models
 - 1.3.1.1. Marketplaces
 - 1.3.1.2. Digital Platforms
 - 1.3.1.3. Saas
 - 1.3.2. Critical Elements in the Initial Phase. The Business Idea
 - 1.3.3. Common Mistakes in the First Stages of Entrepreneurship
- 1.4. Business Models II: Business Model Canvas
 - 1.4.1. Canvas Business Model
 - 1.4.2. Value proposition
 - 1.4.3. Key Activities and Resources
 - 1.4.4. Customer Segments
 - 1.4.5. Customer Relationships
 - 1.4.6. Distribution Channels
 - 1.4.7. Partnerships
 - 1.4.7.1. Cost Structure and Revenue Streams
- 1.5. Business Models III: Lean Startup Methodology
 - 1.5.1. Create
 - 1.5.2. Validate
 - 1.5.3. Measure
 - 1.5.4. Decide



- 1.6. Business Models IV: External, Strategic and Normative Analysis
 - 1.6.1. Red Ocean and Blue Ocean Strategies
 - 1.6.2. Value Curves
 - 1.6.3. Applicable E-Health Regulations
- 1.7. Successful E-Health Models I: Knowing Before Innovating
 - 1.7.1. Analysis of Successful E-Health Companies
 - 1.7.2. Analysis of Company X
 - 1.7.3. Analysis of Company Y
 - 1.7.4. Analysis of Company Z
- 1.8. Successful E-Health Models II: Listening before Innovating
 - 1.8.1. Practical Interview CEO of Startup E-Health
 - 1.8.2. Practical Interview CEO of Startup "sectorx"
 - 1.8.3. Practical Interview Technical Management of Startup "x"
- 1.9. Entrepreneurial Environment and Funding
 - 1.9.1. Entrepreneur Ecosystems in the Health Sector
 - 1.9.2. Financing
 - 1.9.3. Funding
- 1.10. Practical Tools in Entrepreneurship and Innovation
 - 1.10.1. OSINT (Open Source Intelligence) Tools
 - 1.10.2. Analysis
 - 1.10.3. No-Code Tools in Entrepreneurship



*The best multimedia materials
are waiting for you to help you
grow in your professional career"*

05 Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.



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Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

At TECH we use the Case Method

What should a professional do in a given situation? Throughout the program, students will face multiple simulated clinical cases, based on real patients, in which they will have to do research, establish hypotheses, and ultimately resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method. Specialists learn better, faster, and more sustainably over time.

With TECH you will experience a way of learning that is shaking the foundations of traditional universities around the world.



According to Dr. Gérvas, the clinical case is the annotated presentation of a patient, or group of patients, which becomes a "case", an example or model that illustrates some peculiar clinical component, either because of its teaching power or because of its uniqueness or rarity. It is essential that the case is based on current professional life, trying to recreate the real conditions in the physician's professional practice.

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Did you know that this method was developed in 1912, at Harvard, for law students? The case method consisted of presenting students with real-life, complex situations for them to make decisions and justify their decisions on how to solve them. In 1924, Harvard adopted it as a standard teaching method”

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that evaluate real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.



Relearning Methodology

At TECH we enhance the case method with the best 100% online teaching methodology available: Relearning.

This university is the first in the world to combine the study of clinical cases with a 100% online learning system based on repetition, combining a minimum of 8 different elements in each lesson, a real revolution with respect to the mere study and analysis of cases.

Professionals will learn through real cases and by resolving complex situations in simulated learning environments. These simulations are developed using state-of-the-art software to facilitate immersive learning.



At the forefront of world teaching, the Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

With this methodology, more than 250,000 physicians have been trained with unprecedented success in all clinical specialties regardless of surgical load. Our pedagogical methodology is developed in a highly competitive environment, with a university student body with a strong socioeconomic profile and an average age of 43.5 years old.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

The overall score obtained by TECH's learning system is 8.01, according to the highest international standards.



This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Surgical Techniques and Procedures on Video

TECH introduces students to the latest techniques, the latest educational advances and to the forefront of current medical techniques. All of this in direct contact with students and explained in detail so as to aid their assimilation and understanding. And best of all, you can watch the videos as many times as you like.



Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





06 Certificate

The Postgraduate Certificate in Business Innovation and Entrepreneurship in E-Health guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



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*Successfully complete this program and
receive your university qualification without
having to travel or fill out laborious paperwork”*

This **Postgraduate Certificate in Business Innovation and Entrepreneurship in E-Health** contains the most complete and up-to-date scientific program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Business Innovation and Entrepreneurship in E-Health**

Official N° of Hours: **150 h.**



*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



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