Postgraduate Certificate
Business Models and Entrepreneurship in Digital Health

tech technological university

Postgraduate Certificate

Business Models and Entrepreneurship in Digital Health

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

Website: **www.techtitute.com/us/medicine/postgraduate-certificate/business-models-entrepeneurship-digital-health**

Index

01
Introduction

The global healthcare situation has led to an exponential growth in telemedicine. This makes it the ideal time to enter this field given the endless options it offers for professionals. Aware of this, TECH professionals have devised a comprehensive academic program that will focus on providing doctors with in-depth knowledge of business models in healthcare. It is therefore an intensive program that will lay the foundations for professional growth and help students turn their career around.

Take advantage of the global moment and start your project in Telemedicine with this Postgraduate Certificate from TECH Technological University"

The advent of the Internet, social networks and mobile applications have motivated a latent change in medicine. This new paradigm encourages patients to explore the potential they have to make changes that benefit their health. This represents the basis of patient-centered medicine, where patients, healthcare professionals and the healthcare sector work together to empower patients in the prevention, imely diagnosis and better management of diseases.

For all these reasons, this Postgraduate Certificate offers the contents and tools necessary to tackle a technological and health business project and transform it into a reality. Key concepts will be presented that will allow the student to discover business opportunities in the healthcare sector, develop innovative business ideas and plans for its successful implementation.

All this through a 100% online academic program that makes it easy to balance studies with other daily activities. Thus, the doctor will only need an electronic device (Smartphone, Tablet, PC) with Internet connection to open up a wide horizon of knowledge that will allow him to position himself as a professional of reference in the sector.

This **Postgraduate Certificate in Business Models and Entrepreneurship in Digital Health** is the most complete and up-to-date scientific program on the market. Its most notable features are:

- More than 80 clinical cases, recorded with POV (Point Of View) systems from different angles, presented by experts in Telemedicine and other specialties
- 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
- Presentation of practical workshops on procedures and techniques
- An algorithm-based interactive learning system for decision-making in the clinical situations presented throughout the course
- Action protocols and clinical practice guidelines, which cover the most important latest developments in this specialist area
- All of this will be complemented by theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- With a special emphasis on evidence-based medicine and research methodologies in Telemedicine
- Content that is accessible from any fixed or portable device with an Internet connection

" Don't miss the opportunity to take this great academic program. It's the most complete on the market"

A benchmark program, designed by prestigious physicians, full of high-level content.

" *Training is the key element for a successful entrepreneurial venture"*

A Telemedicine business project needs to have some fundamental elements. Learn what they are with this Postgraduate Certificate.

The program's teaching staff includes professionals from the 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.

02
Objectives

TECH has designed this Postgraduate Certificate with the aim of getting doctors in the field up to date on everything regarding business models and entrepreneurial projects in the area of telemedicine. This new acquisition of skills and updating of knowledge will be the main asset for professionals who want to successfully participate in a field that increasingly demands specialized professionals.
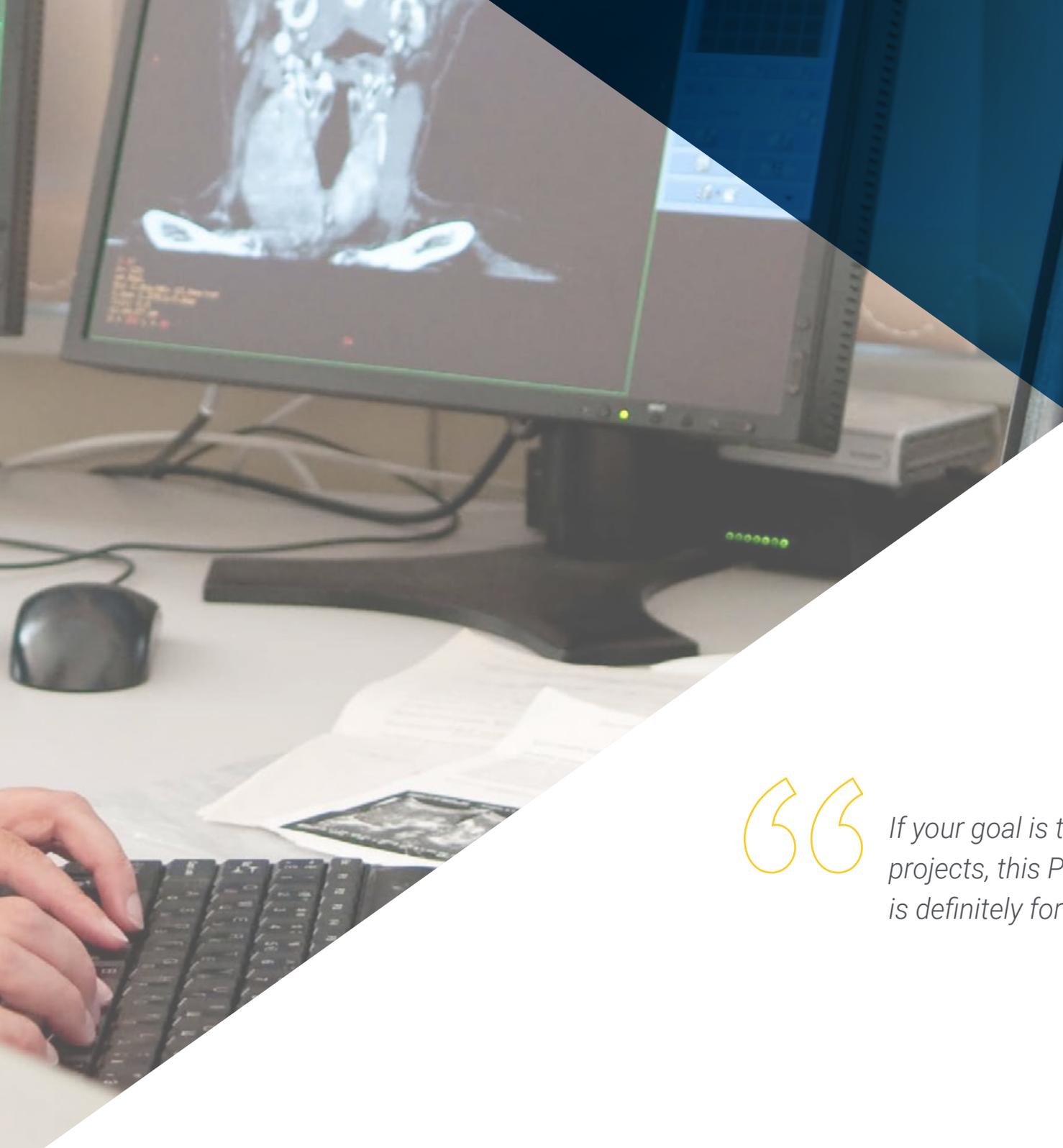
"If your goal is to launch telemedicine projects, this Postgraduate Certificate is definitely for you"

General Objectives

- Delve into the understanding of the environment in which telemedicine services are developed, including challenges, limitations and opportunities in the area
- Delve into the ethical, legal, technical and medical aspects of creating and implementing telemedicine projects
- Gain a deeper understanding of the different areas of use of ICTs in health care
- Master the new techniques and technologies that are emerging to better serve patients and their needs
- Further the analysis, development, implementation and evaluation of from eHealth and telemedicine projects
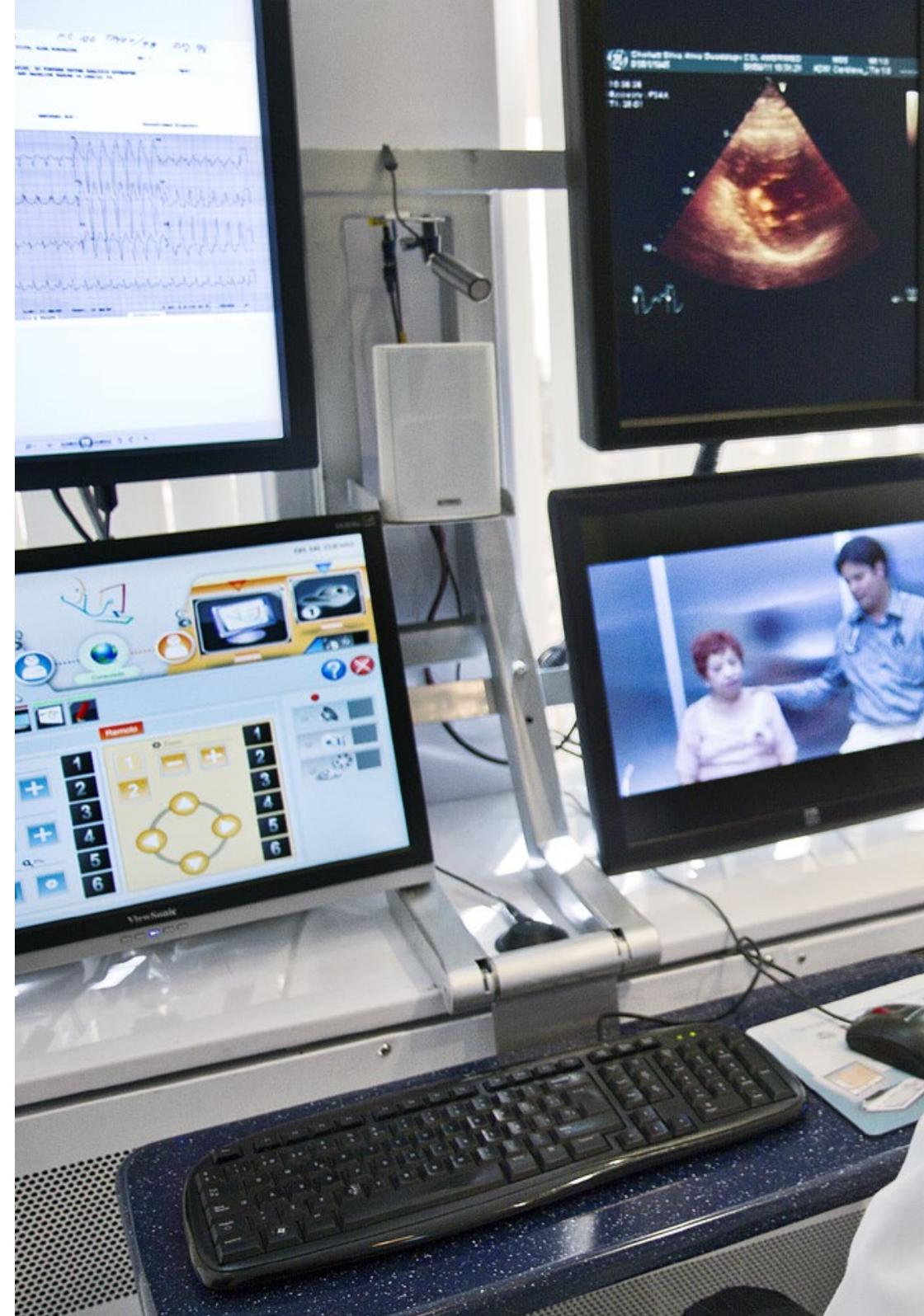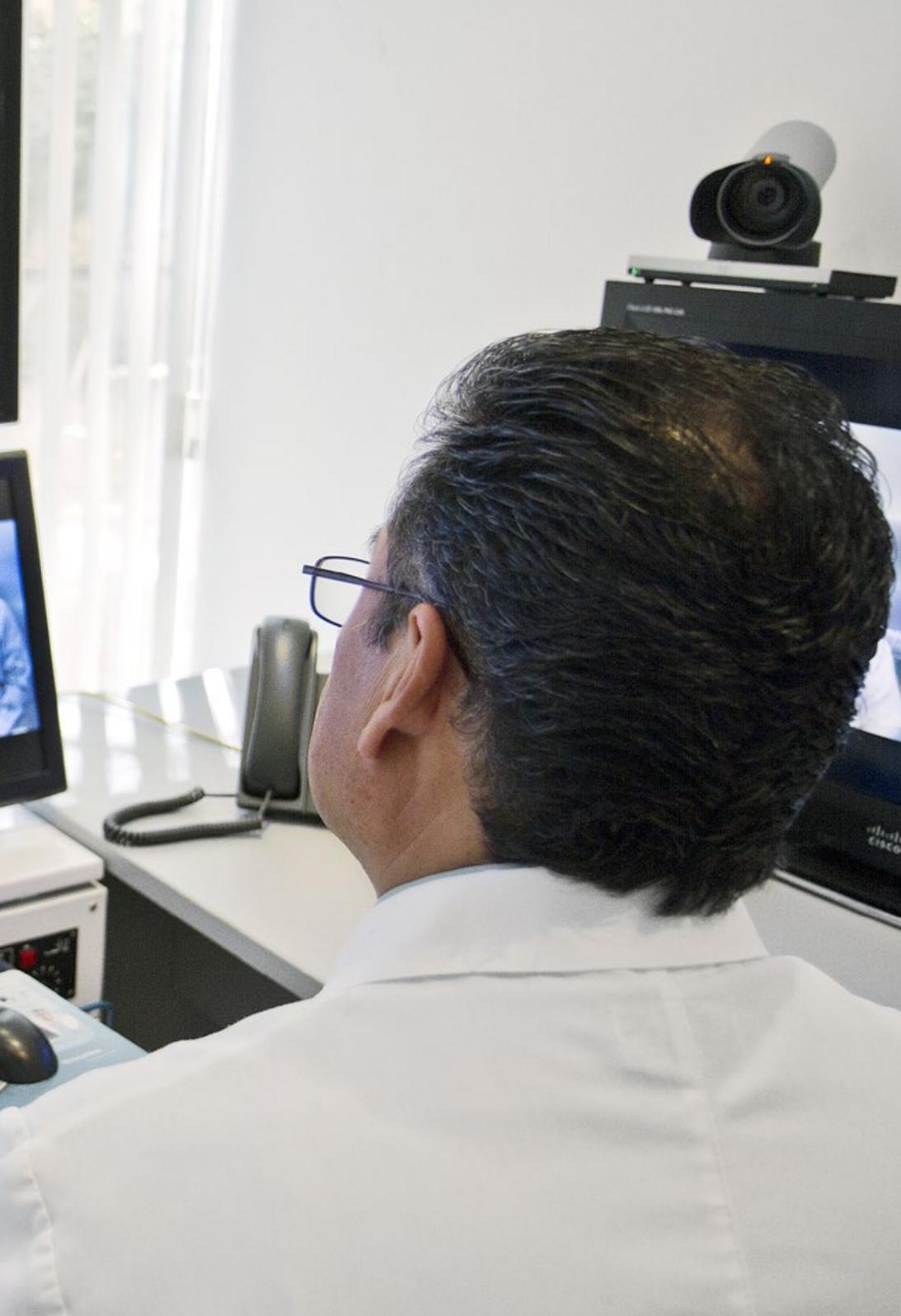
Specific Objectives

- Understand the concept of digital transformation and its impact on the company
- Indicate the skills needed to build and develop a business model
- Product development and management; MVP and technological validation
- Further study the notions of legislation, privacy and intellectual property
- Deepen the search for financing and alternative methods

Seize the opportunity and take the step to get up to date with the latest developments in the field of telemedicine and propel yourself to the forefront of the field"

03

Course Management

The materials have been created by a team of renowned professionals in the of telemedicine, who work in top national and international hospitals They bring to the program the experience they have gained throughout their careers. Likewise, this great teaching team also includes a series of specialists who complement the contents of the Postgraduate Postgraduate Certificate in an interdisciplinary and transversal way that will help students to acquire comprehensive knowledge and to consider the importance of marketing and communication when undertaking Telemedicine.

Study with a excellent teaching staff and become a top-level professional yourself"

Management

Dr. Serrano Aísa, Pedro Javier

- Specialist in Cardiology at the Clinical symptoms Hospital in Zaragoza
- Head of Cardiology at Policlínica Navarra
- Head of the Cardiology Department of Viamed Montecanal Hospital, Zaragoza, Spain
- Director of Cardiomoncayo
- Degree in Medicine and Surgery from the University of Zaragoza

Dr. Achkar Tuglaman, Nesib Nicolás

- Director of Clinical Telemedicine at AtrysHealth
- Co-founder of the International Telemedicine Hospital
- Medical specialist Viamed Group Health

Dr. Sánchez Bocanegra, Carlos Luis

- Computer Engineer specialized in Big Data and e-Health
- Head of the IT Department of the Junta de Andalucía (Regional Government of Andalusia)
- Collaborating Professor at the University of Distance Education (UNED) and the Open University of Catalonia (UOC)
- Director of several Professional Masters Degree Final Projects at Italiano University Hospital in Argentina and the School of Medicine at the University of Antioquia
- Member of HOPE (Health Operation for Personalized Evidence) project group Vaccine Project
- Author of several articles on ePatients, social networks and social media applied to health
- PhD in Computer Engineering from the University of Seville, specializing in Medical Informatics and eHealth
- Computer Management Engineer from the University of Malaga (UMA)
- Graduate in Information Systems Engineering from the Catholic University of Avila (UCAV)
- Master's Degree in Free Software by the Open University of Catalonia (UOC)

04
Structure and Content

The structure and contents of this complete curriculum have been designed by a team of professionals who recognize the implications of medical updating in the approach to telemedicine, who are aware of the relevance of current Training, and who are committed to quality teaching through new educational technologies. This extensive compendium of contents will be the main tool for professionals who want to successfully embark in this booming field.
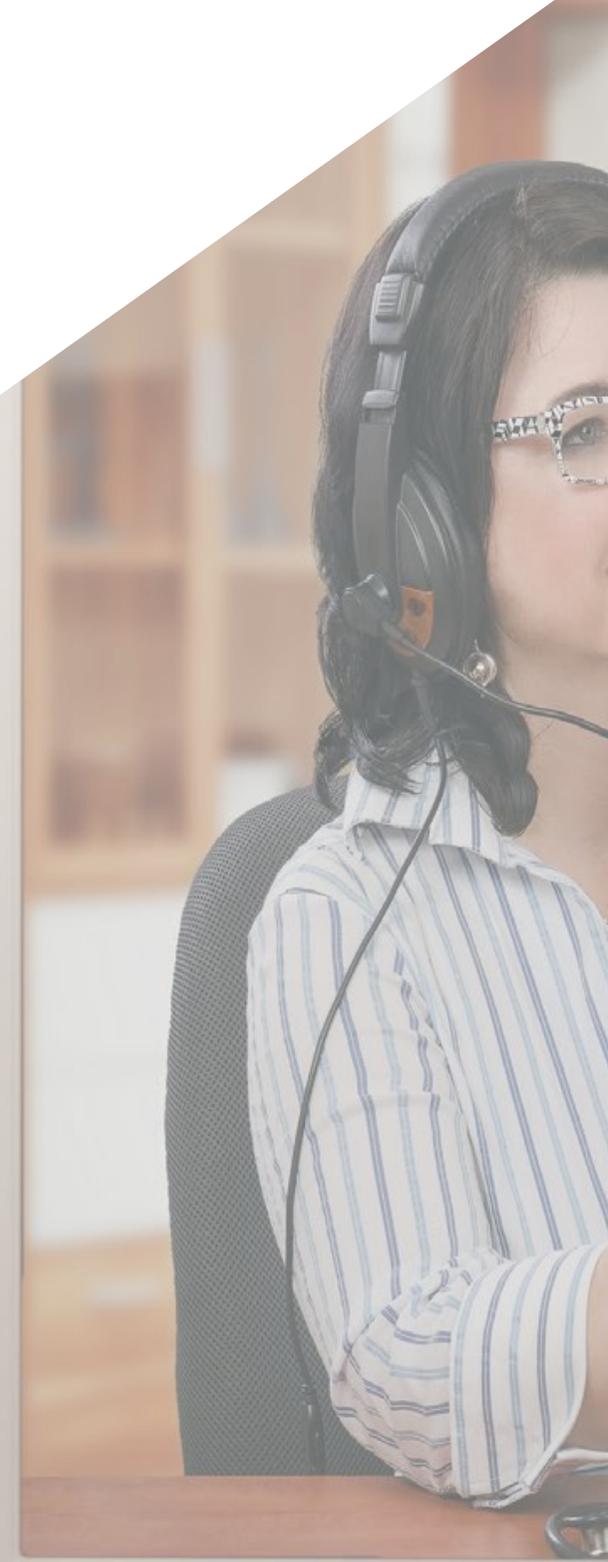
Learn how to start up your telemedicine project with comprehensive program as a theoretical basis"

Module 1. Business Models and Skills

1.1. Digital Transformation: Processes, User Experience
1.2. The Creation of New Digitally Native Products and Services and the Emergence of Digital Business Models
1.3. Digital Business: The Lean Start-up, from Business Model to Business Plan
1.4. Industrial and Intellectual Property
1.5. Agile Methodology
1.6. Minimum Viable Products
1.7. Strategy and Metrics
1.8. Minimum Viable Product
1.9. Sales and Monetization
1.10. Lessons Learned

Don't let it pass you by. The time is now. Undertake with guarantees by taking this complete academic program"

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.

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.

" *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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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:
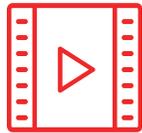
Study Material

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.

20%

15%

15%

3%

20%

17%

7%

3%
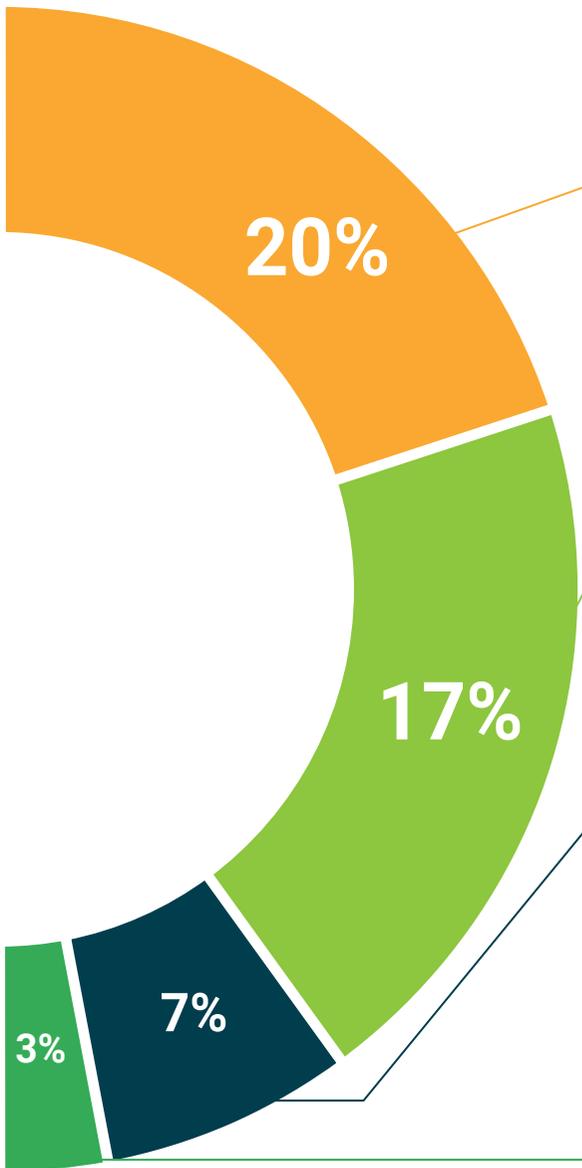
Expert-Led Case Studies and Case Analysis

Effective learning ought to be contextual. Therefore, TECH presents real cases in which the expert will guide students, focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.

Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.

Classes

There is scientific evidence on the usefulness of learning by observing experts. The system known as Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical, and effective way to help students progress in their learning.

Certificate

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

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

This **Postgraduate Certificate in Business Models and Entrepreneurship in Digital 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 diploma 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 Models and Entrepreneurship in Digital Health**
Official Nº of Hours: **150 h.**

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Awards the following
DIPLOMA
to
Mr./Ms. _____, with identification number _____.
For having passed and accredited the following program

POSTGRADUATE CERTIFICATE
in
Business Models and Entrepreneurship in Digital Health

This is a qualification awarded by this University, equivalent to 150 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country.   Unique TECH Code: AFWORD23S   techtitute.com/certificates

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

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