

# Postgraduate Certificate Digital Health Management



## Postgraduate Certificate Digital Health Management

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

Website: [www.techtute.com/us/medicine/postgraduate-certificate/digital-health-management](http://www.techtute.com/us/medicine/postgraduate-certificate/digital-health-management)

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01

# Introduction

Technological advances in healthcare have generated significant advances that merge healthcare administration with the implementation of technological solutions. These improvements have the potential to optimize procedures, streamline decision-making and improve the quality of patient care. It is therefore essential for physicians to keep up to date with the latest technological trends that can simplify healthcare processes. For this reason, TECH has designed a 100% online academic program that allows students to combine their daily activities with learning activities, since they are not subject to rigid timetables.



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*Upgrade your skills in hospital information systems, implementation and efficient management, thanks to this degree that only TECH can offer you"*

The importance of Digital Health Management in the medical field is undeniable. Firstly, it improves the efficiency and quality of medical care. In addition, The digitalization of health records allows faster and more accurate access to patient information, which facilitates clinical decision-making based on updated data and results in better care and outcomes for patients.

It also fosters collaboration and communication among the different actors in the healthcare system. It allows medical information to be shared securely and efficiently among healthcare professionals, which facilitates care coordination, especially in cases of multidisciplinary care or when the patient requires services from different providers.

Another highlight is the boost it gives to telemedicine. The technology enables the delivery of health services at a distance, which is especially valuable in remote areas or areas with limited access to medical care. Telemedicine allows for consultations, monitoring of chronic diseases, diagnoses and prescriptions, which increases accessibility and health care coverage.

For this reason, it is important for the physician to be up-to-date with these healthcare management technologies. In this way, the healthcare express will take advantage of technology to improve medical care, make data-driven decisions, prevent and manage disease, foster interdisciplinary collaboration, and stay current in an environment of rapid technological advances.

For this reason, this program will be delivered in a 100% online format. In addition, students will be able to access the content at any time and place, only needing a device with Internet access. In addition, they will enjoy a wide variety of multimedia resources, such as specialized texts and interactive summaries. In addition, the Relearning method will be used, ensuring a unique and efficient educational process.

This **Postgraduate Certificate in Digital Health Management** contains the most complete and up-to-date scientific program on the market. The most important features of the include:

- ♦ The development of practical cases presented by experts in Pharma Biotech
- ♦ The graphic, schematic, and practical content 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
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



*You will delve into security, information exchange and informed consent management for Digital Health Management"*

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*In just 6 weeks, you will delve into connected medical devices and remote monitoring and their use in the Biotech sector”*

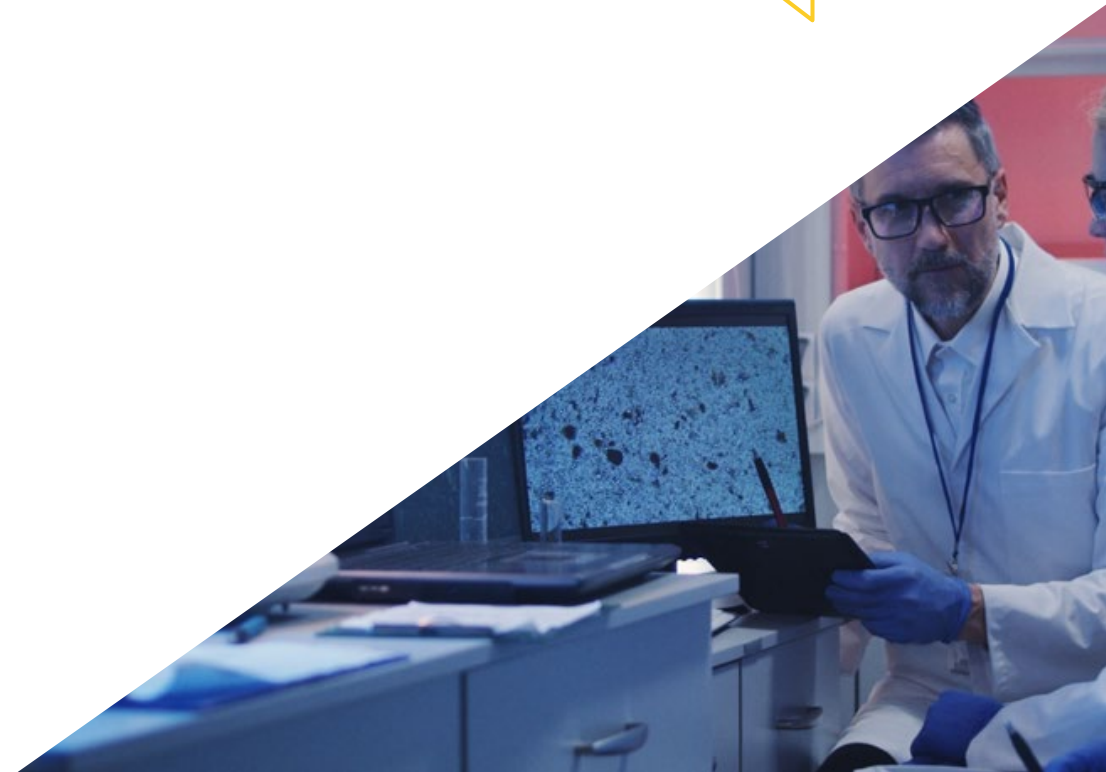
The program’s teaching staff includes professionals from the sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

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.

*Thanks to TECH, you will learn how to protect data and prevent computer attacks in the healthcare sector.*

*You will discover how virtual and augmented reality are transforming medicine and medical training.*



# 02 Objectives

The purpose of this program is to provide students with the indispensable knowledge and fundamentals that will allow them to be updated on the latest technological trends to enhance the efficiency and quality of health services. From this perspective, the medical professional will be able to recognize and evaluate the most appropriate technological solutions in the field of health.

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Microscopic Virtual Reality



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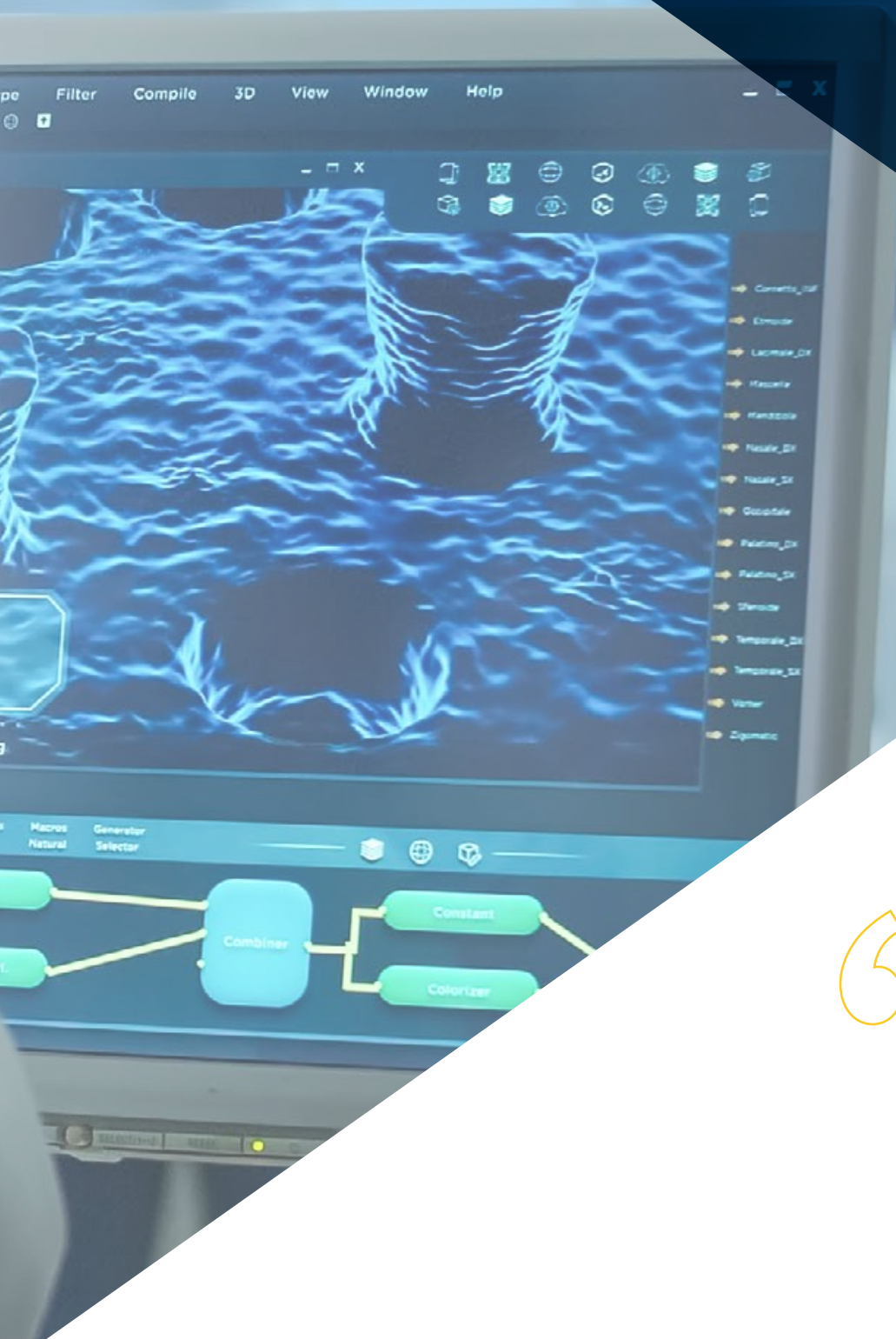
View Simulating

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Reach

Distance P





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*You will be at the forefront of the latest techniques in remote medical consultations and the use of tele-monitoring platforms”*



## General Objectives

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- ♦ Acquire knowledge about the history of strategic management
- ♦ Categorize the different definitions over time
- ♦ Evaluate financial efficiency
- ♦ Optimize working capital management
- ♦ Understand the different types of healthcare systems, such as public, private/private/insurance, and managed health care
- ♦ Assess unmet patient needs and chronicity management
- ♦ Understanding what Market Access is and how the need for this function arises in the pharmaceutical industry
- ♦ Know about the structure, organization and functions of the National Health System
- ♦ Delve into the steps to be followed to plan the market access of a new drug
- ♦ Review the points to be analyzed in a phase prior to the development of the access plan to know the environment and competitors
- ♦ Know about the capabilities and ethics of the Coach
- ♦ Understand the essence of Coaching and its approach to learning
- ♦ Acquire basic knowledge about the fundamental concepts of leadership and its application in the pharmaceutical industry
- ♦ Understand and categorize leadership theories, exploring the leadership process and the different existing styles and models
- ♦ Achieve an effective tool to achieve results
- ♦ Define unique and differentiated value propositions





## Specific Objectives

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- ♦ Understand the different types of healthcare systems, such as public, private/private insurance, and managed health care
- ♦ Assess unmet patient needs and chronicity management
- ♦ Analyze the role of cost, effectiveness and safety as determining factors in health care
- ♦ Understand the professional-patient relationship and the rights and duties of both
- ♦ Analyze the challenges of care pressure and cost management based on ethical principles
- ♦ Define the skills and attitudes needed to be an effective professional manager
- ♦ Explore leadership and the management of emotional climate and work conflicts
- ♦ Utilize timekeeping as a tool for efficient management
- ♦ Analyze health spending and outcomes, as well as processes of improvement, innovation and transformation
- ♦ Evaluate the use of indicators, benchmarking, clinical guidelines, EDO, claims and pharmacovigilance in healthcare quality

03

# Course Management

The distinctive feature of this course is its outstanding team of professors, who teach from an innovative academic perspective. These professors are recognized experts in the fields of industries such as medicine, pharmaceuticals and business, and have extensive professional experience. This will ensure that students acquire an update on the latest technological advances.



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*You will have the best faculty and syllabus, with which you will become an expert in AI applications for medical diagnostics"*

## Management



### D. Cardenal Otero, César

- ♦ Pharmabiomedical Executive at Amgen
- ♦ Author of the book "Personal Brand Communication through Social Networks by Professionals in the Health Sector"
- ♦ Degree in Marketing from Prifysgol Cymru University in Wales
- ♦ Distinction degree in the course Inspiring Leadership through Emotional Intelligence from Case Western Reserve University
- ♦ Postgraduate Degree in Management and Health of the Pharmaceutical Industry from the European University
- ♦ Master's Degree in SME Administration from the Polytechnic School of Management
- ♦ Specialization in Social Media Marketing from Northwestern University
- ♦ Postgraduate Diploma in: International Trade and Transport by the University of Cantabria

## Professors

### Ms. Armesto Alonso, Susana

- ♦ Medical Service, Marqués de Valdecilla University Hospital
- ♦ President of the Astur-Cantabrian-Castellano-Leonese Society of Dermatology
- ♦ Co-author of the book Economic Evaluation of Hospital Hyperbaric Medicine
- ♦ Degree in Medicine and Surgery from the University of Salamanca
- ♦ Doctor of Dermatology, University of Oviedo
- ♦ Master's Degree in Health Management
- ♦ Member of the AEDV Board of Directors



# 04

## Structure and Content

This course presents an excellent content in which the requirements for senior management positions in the health field will be analyzed, as well as reflecting on the lack of leaders in this area. It will also address issues related to the justification of the cost of health services, equity in spending and the valuation of specialized professionals. Likewise, multimedia materials will be available in a virtual library, which can be accessed at any time and place, since it only requires a device with an Internet connection.







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*A study plan tailored to your needs  
and designed under the most effective  
pedagogical methodology, Relearning”*

## Module 1. Digital Health Management: Technological Innovation in the Health Sector

- 1.1. Hospital information systems
  - 1.1.1. Implementation
  - 1.1.2. Management of Hospital information systems
  - 1.1.3. Electronic Medical Records
  - 1.1.4. Information Systems Interoperability
- 1.2. Telemedicine and digital health
  - 1.2.1. Remote medical consultations
  - 1.2.2. Telemonitoring platforms
  - 1.2.3. Patient Monitoring
  - 1.2.4. Mobile health and wellness applications
- 1.3. Big data and data analysis in healthcare
  - 1.3.1. Management and Analysis of Large Volumes of Data in health
  - 1.3.2. Use of predictive analysis for Decision-Making
  - 1.3.3. Privacy
  - 1.3.4. Health data security
- 1.4. Artificial intelligence and machine learning in healthcare
  - 1.4.1. Artificial intelligence applications in medical diagnostics
  - 1.4.2. Machine learning algorithms for pattern detection
  - 1.4.3. Chatbots
  - 1.4.4. Virtual assistants in medical care
- 1.5. The Internet of Things (IoT) in health
  - 1.5.1. Connected medical devices and remote monitoring
  - 1.5.2. Intelligent hospital infrastructures
  - 1.5.3. IoT applications in inventory management
  - 1.5.4. Supplies





- 1.6. Cybersecurity in healthcare
  - 1.6.1. Health data protection and regulatory compliance
  - 1.6.2. Prevention of cyber attacks
  - 1.6.3. Ransomware
  - 1.6.4. Security audits and incident management
- 1.7. Virtual Reality (RV) and Augmented Reality(RA) in Medicine
  - 1.7.1. Medical training using VR simulators
  - 1.7.2. AR applications in assisted surgery
  - 1.7.3. Surgical guides
  - 1.7.4. VR therapy and rehabilitation
- 1.8. Robotics in medicine
  - 1.8.1. Use of surgical robots in medical procedures
  - 1.8.2. Automation of tasks in hospitals and laboratories
  - 1.8.3. Prosthesis
  - 1.8.4. Robotic assistance in rehabilitation
- 1.9. Medical Images Analysis
  - 1.9.1. Medical image processing and computational analysis
  - 1.9.2. Computer-aided image diagnosis
  - 1.9.3. Real-time medical imaging
  - 1.9.4. 3D
- 1.10. Blockchain in healthcare
  - 1.10.1. Security and traceability of health data with blockchain
  - 1.10.2. Exchange of medical information between institutions
  - 1.10.3. Management of Informed Consent
  - 1.10.4. Privacy

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.

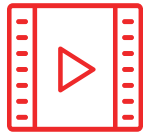
*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

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

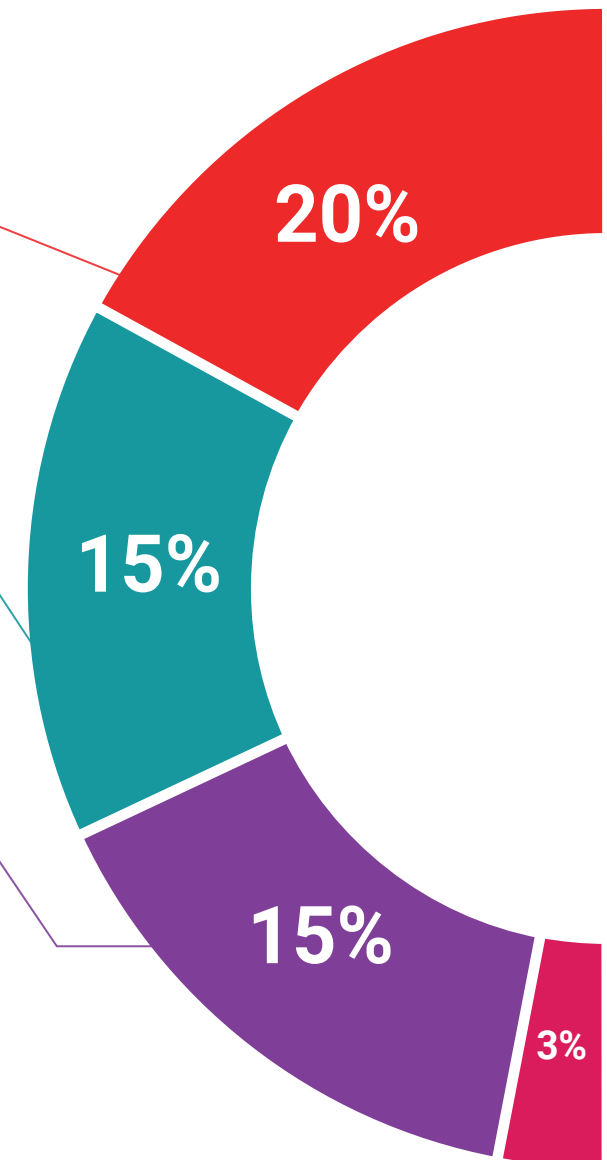
The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

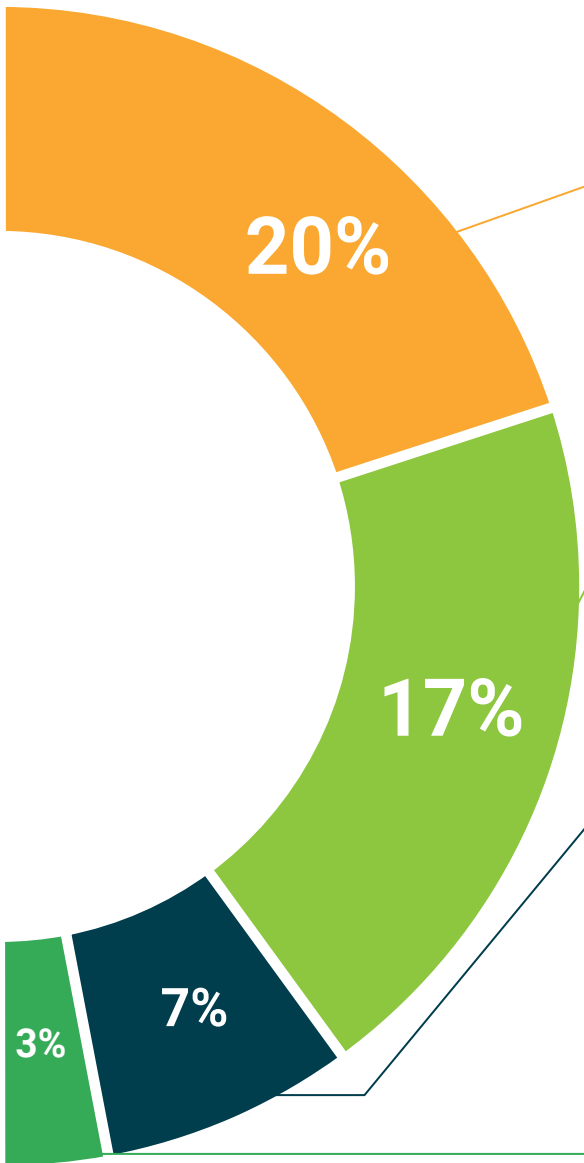
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



#### 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.





#### 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.



06

# Certificate

The Postgraduate Certificate in Digital Health Management 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 Digital Health Management** 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 Digital Health Management**

Official N° of Hours: **150 h.**



\*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.

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present quality  
online training  
development languages  
virtual classroom



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