

Postgraduate Certificate Health Promotion through ICTs





Postgraduate Certificate Health Promotion through ICTs

Course Modality: **Online**

Duration: **6 weeks**

Certificate: **TECH - Technological University**

6 ECTS Credits

Teaching Hours: **150**

Website: www.techtute.com/us/medicine/postgraduate-certificate/health-promotion-icts

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01

Introduction

Healthcare is here to stay, especially because of its high demand at times like these, when face-to-face care is only necessary in very specific cases. For this reason, it is crucial for physicians to have an in-depth knowledge of the operation and promotion of ICT (Information and Communication Technologies), which are at the service of professionals to successfully perform telemedicine practice. This academic program will address the correct use of these tools and the new paradigms in the field.





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ICT is a fundamental part of the success of telemedicine. That is why it is crucial for physicians to master them comprehensively and accurately”

In main course objective is for students to acquire the necessary knowledge and skills in patient-centered medicine, its potential and the main technological tools for its application. Students will be able to develop ICT projects, in which the main pillar is patient-centered medicine.

Since its inception, the health system has been based on a paternalistic model, where the health sector and the health professional have been considered responsible for the patient's health.

Moreover, with the advent of the Internet, social networks and applications, a paradigm shift began years ago, in which patients started 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 the patient for the prevention, timely diagnosis and better management of diseases.

This is where new technologies play a fundamental role, so, this TECH - Technological University Postgraduate Certificate focuses on providing doctors with in-depth knowledge when it comes to handling ICTs in order to improve the possibilities in patient health.

All of which is condensed in a six-week, eminently through online program that gives doctors the opportunity to study where and when they want, since they will only need a device with an Internet connection to access the vast bank of information we offer.

This **Postgraduate Certificate in Health Promotion through ITCs** is the most comprehensive and up-to-date educational program on the market. The most important features of the program include:

- ◆ The development of case studies presented by Telemedicine experts.
- ◆ The graphic, schematic, and eminently practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice.
- ◆ Practical exercises where the self-assessment process can be carried out 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



Thanks to this comprehensive Postgraduate Certificate you will learn to remotely manage the patient consultations, investing in quality health care with a future"

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Telecare has been proven to save lives. Propel your career in medicine toward change with the most in-demand Postgraduate Certificate in the field”

The program includes, in its teaching staff, professionals from the sector who bring to this program the experience from their work, in addition to recognized specialists from prestigious reference societies and universities.

The 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 immersive training programmed to train in real situations.

This program is designed around Problem Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year. For this purpose, the professional will be assisted by an innovative interactive video system created by renowned and experienced engineering experts.

Learn to manage ICTs in the service of telemedicine with this comprehensive Postgraduate Certificate and become a prestigious professional.

As this is an online program, you will be able to study wherever and whenever you want.



02 Objectives

By completing the Postgraduates Certificate, physicians will be able to function in the digital and virtual environment, applying their medical knowledge to the field of telehealth. In this way, you will bring your professional profile up to date and boost your career to a position demanded by patients and the current healthcare system given the current pandemic situation. Furthermore, through this Postgraduate Certificate physicians will acquire in-depth competencies that will allow them to manage ICTs efficiently, actively collaborating toward improving the system and patient health.





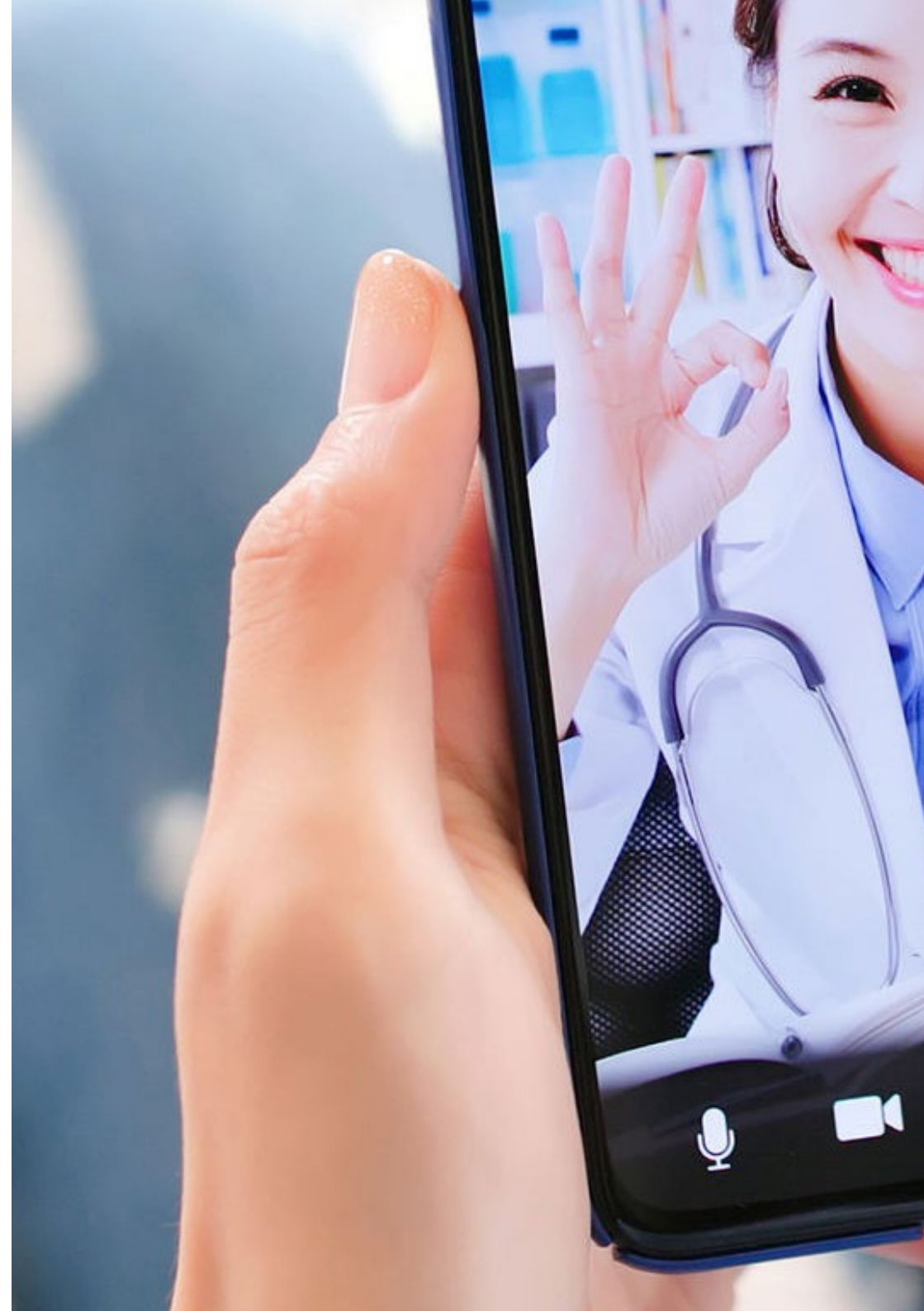
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The Postgraduate Certificate you were looking for is already here. Don't miss this great academic opportunity”



General Objectives

- ◆ Deepen understanding of the environment in which a telemedicine service is developed, including the challenges as well as the limitations and areas of opportunity
- ◆ Delve into the ethical, legal, technical and medical aspects of creating and implementing a telemedicine project
- ◆ 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 eHealth and telemedicine projects





Specific Objectives

Module 1. Health promotion through ICTs

- ◆ Address the development of ICTs and their influence on health promotion
- ◆ Gain deeper understanding of the impact of implementing technological tools in health promotion from a managerial point of view
- ◆ Understand the specific knowledge and technologies required for Health Promotion interventions in health and social settings



Your goals and TECH's goals become one and materialize with this Postgraduate Certificate"

03

Course Management

This Postgraduate Certificate has been designed by a team of highly renowned professionals within the profession. The teaching staff will be in charge of helping students acquire solid knowledge in Telemedicine. Therefore, this Postgraduate Certificate is of great value to students as it will help them position themselves in the field with greater guarantees of success.





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A superb teaching staff that will update the knowledge of brilliant students, i.e., you”

Management



Dr. Serrano Aísa, Pedro Javier

- Consultant physician in the area of Cardiology of the Aragonese Health Service Since 2000 he has been working at the Hospital Clínico Universitario de Zaragoza
- Associate Professor ASP4 in the area of Physiology and Pharmacology in the Faculty of Medicine in Zaragoza
- Cardiology Care at the ADESLAS Zaragoza Medical Center and at the MAZ Center in Ejea de Los Caballeros
- Head of the Cardiology Department at Viamed Montecanal Hospital in Zaragoza
- Director of Cardiomoncayo S.L. (primarily providing Cardiological health care services)
- Degree in Medicine and Surgery from the University of Zaragoza
- Doctor of 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
- Associate Professor in Biomedical Engineering at the Carlos III University of Madrid
- Specialist in Family and Community Medicine
- Degree in Medicine from the University of Navarra
- Professional Master's Degree in Medical Research from the University of Zaragoza
- Master's Degree in Telemedicine from Oberta de Catalunya University (UOC) .

Professors

**Dr. Sánchez Bocanegra, Carlos Luis**

- 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 Master's Degree Final Projects at Italiano University Hospital in Argentina and the School of Medicine at the University of Antioquia
- PhD in Computer Engineering from the University of Seville, specializing in Medical Informatics and eHealth
- Master's Degree in Free Software by the Open University of Catalonia (UOC)
- Computer Management Engineer from the University of Malaga (UMA)
- Graduate in Information Systems Engineering from the Catholic University of Avila (UCAV)
- Member of HOPE (Health Operation for Personalized Evidence) project group and of the Anti-Vaccine Project Author of several articles on ePatients, social networks and social media applied to health Currently focused on Big Data and Artificial Intelligence applied to health and medical computing

04

Structure and Content

The academic program has been designed by a team of experts whose syllabus will enable future graduates to achieve the proposed study objectives. You will develop complete expertise in a field of medicine that has become indispensable and is now well established, guiding you to achieve excellence in a sector that is in vogue. A high-level syllabus that will become a necessary tool to support students in their daily practice.



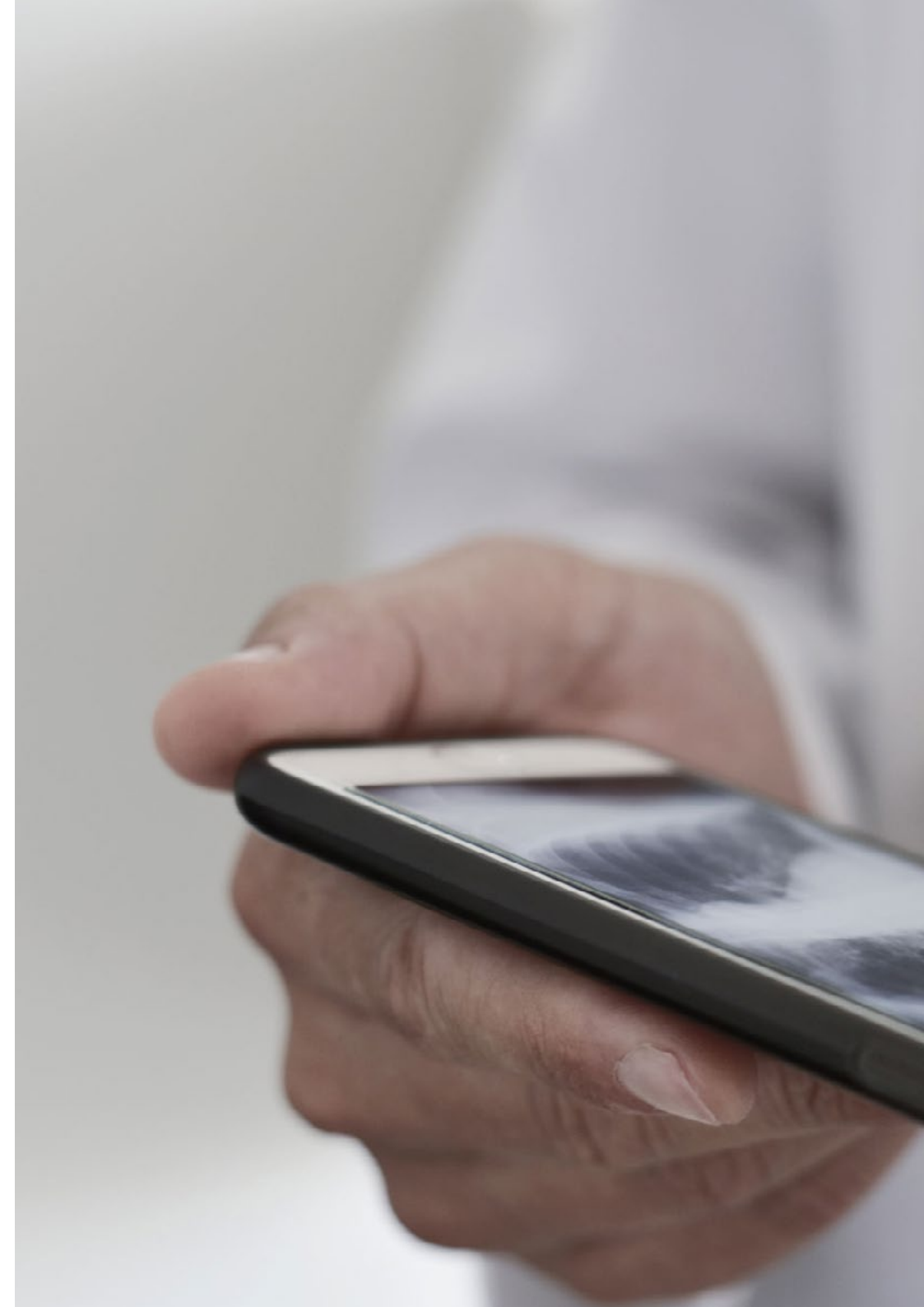
The background of the slide features a collage of medical-related images. On the left, there are several vertical panels showing different types of medical scans, including what appears to be a CT scan of a head, a cross-sectional scan of the spine, and a sagittal MRI of the spine. On the right, there is a close-up of a stethoscope resting on a person's arm. The entire background is overlaid with a light blue grid and some faint geometric patterns.

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This program of study, created by professionals in the field, guarantees you a successful learning experience with contents that you will end up applying in your day-to-day work”

Module 1. Health Promotion through ICTs

- 1.1. Health Promotion
- 1.2. Social Determinants of Health
 - 1.2.1. The Healthcare System
 - 1.2.2. ICTs to Better Distribute Health and Wellbeing
- 1.3. Community Health and Community Development
- 1.4. Salutogenesis and Health Assets: The Assets Maps
 - 1.4.1. Salutogenesis and Health Assets
 - 1.4.2. The Assets Maps
- 1.5. Health Promotion and Prevention Strategy in the National Health System
- 1.6. The Organization and Management of Health Promotion Based on Digital Approaches
- 1.7. Primary Health Care and ICT
 - 1.7.1. First Contact Providers
- 1.8. Promoting Active and Healthy Aging through Digital Solutions
 - 1.8.1. Problem Solutions with ICT Support
 - 1.8.2. Adherence in Chronic Elderly Patients
- 1.9. The Digital Literacy of Healthcare Professionals
 - 1.9.1. The Need for Digital Health Training for Professionals
 - 1.9.2. Implementing Digital Literacy Planning
- 1.10. The Future of Health Promotion and Disease Prevention in a Mobile Health Context
 - 1.10.1. Artificial Intelligence in the Prevention and Early Diagnosis of Diseases
 - 1.10.2. Apps and their Impact on Health Promotion





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This Postgraduate Certificate will develop the necessary skills and requirements to improve your daily practice in telemedicine”

05

Methodology

This training program provides you with a different way of learning. Our methodology uses a cyclical learning approach: ***Re-learning***.

This teaching system is used 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 Re-learning, 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

In a given situation, what would you do? Throughout the program, you will be presented with multiple simulated clinical cases based on real patients, where you will have to investigate, establish hypotheses and, finally, 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 can 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 potential 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 professional medical 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 grasp concepts, but also develop their mental capacity by evaluating real situations and applying their knowledge.
2. The learning process has a clear focus on 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.



Re-learning Methodology

At TECH we enhance the Harvard case method with the best 100% online teaching methodology available: Re-learning.

Our 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, which represent a real revolution with respect to simply studying and analyzing cases.

The physician will learn through real cases and by solving 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 Re-learning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best Spanish-speaking online university (Columbia University).

With this methodology we have trained more than 250,000 physicians with unprecedented success, in all clinical specialties regardless of the surgical load. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Re-learning 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 (we learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

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



In this program you will have access to the best educational material, prepared with you 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 really specific and precise.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.



Latest Techniques and Procedures on Video

We introduce you to the latest techniques, to the latest educational advances, to the forefront of current medical techniques. All this, in first person, with the maximum rigor, explained and detailed for your assimilation and understanding. And best of all, you can watch them as many times as you want.



Interactive Summaries

We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This unique multimedia content presentation training system was awarded by Microsoft as a "European Success Story".



Additional Reading

Recent articles, consensus documents, international guides. in our virtual library you will have access to everything you need to complete your training.





Expert-Led Case Studies and Case Analysis

Effective learning ought to be contextual. Therefore, we will present you with real case developments in which the expert will guide you through 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 your knowledge throughout the program, through assessment and self-assessment activities and exercises: so that you can see how you are achieving your goals.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.
Learning from an expert strengthens knowledge and memory, and generates confidence in our difficult future decisions.



Quick Action Guides

We offer you the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical, and effective way to help you progress in your learning.



06

Certificate

Through a different and stimulating learning experience, you will be able to acquire the necessary skills to take a big step in your training. An opportunity to progress, with the support and monitoring of a modern and specialized university, which will propel you to another professional level.





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Add this Postgraduate in Health Promotion through ICTs to your CV and become a highly competitive professional”

This **Postgraduate Certificate in Health Promotion through ITCs** is the most comprehensive and up-to-date scientific program on the market.

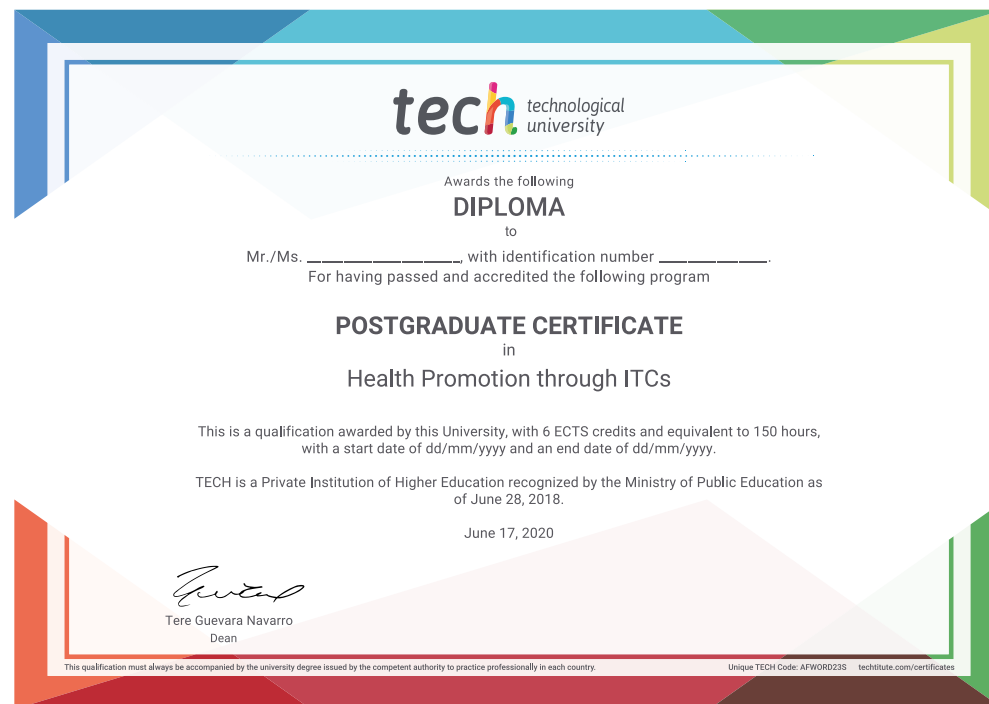
After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH - Technological University** via tracked delivery.

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 Health Promotion through ICTs**

ECTS: **6**

Official Number of Hours: **150**



*Apostille Convention. In the event that the student wishes to have their paper diploma Apostilled, TECH EDUCATION will make the necessary arrangements to obtain it at an additional cost of €140 plus shipping costs of the Apostilled diploma.

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

tech technological
university

Postgraduate Certificate
Health Promotion
through ICTs

Course Modality: Online

Duration: 6 weeks

Certificate: TECH - Technological University

6 ECTS Credits

Teaching Hours: 150

Postgraduate Certificate

Health Promotion through ICTs

