

Postgraduate Certificate Healthcare Marketing





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Course Modality: **Online**

Duration: **6 weeks**

Endorsed by: **TECH - Technological University**

6 ECTS credits

Hours **150 h.**

Website: www.techtitute.com/us/medicine/postgraduate-certificate/healthcare-marketing

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01

Introduction

The current socio-economic context, together with the other factors influencing people's health, is making it all the more necessary to improve the managerial skills of those responsible for healthcare procedures. This Postgraduate Certificate is aimed at training Heads of Service and those responsible for the medical management of hospital centers, developing skills and techniques that encourage the promotion of their leadership.



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If you are a doctor, head of service or section, assistant, coordinator, director or manager in a hospital or outpatient care center, and you want to update and develop your management skills to respond to the current reality and context in your professional future, this is the perfect postgraduate program for you"

In the health structure, the medical division is fundamental in the development of these processes, where the paradigm of Clinical Management is increasingly imposed, making it necessary to specialization in this area for physicians who develop or may reach positions of responsibility for care, either as middle management, care or medical management.

The new challenges of the sector, such as the approach to complexity and chronicity, the relationships between professional groups, citizens (as users, – patients, – clients) and providers, the development of new health technologies, the need to increase efficiency in the use of resources, assuming the new leadership, participative and transparent, or gaining its position in the interdisciplinary team, are challenges to be addressed.



This Postgraduate Certificate will qualify you to occupy a position of responsibility as head of service or section"

This **Postgraduate Certificate in Healthcare Marketing** contains the most complete and up-to-date scientific program on the market. The most important features of the course are:

- ♦ Analyze practical cases developed by experts in health management and other specialties. Its graphic, schematic and eminently practical contents, with which they are conceived, gather scientific and assistance information on those situations that occur on a regular basis in the hospital environment.
- ♦ Presentation of practical workshops on procedures and decision making.
- ♦ Algorithm-based interactive learning system for decision-making in the situations which are presented to the student.
- ♦ Action protocols, where you can find the latest trends in health management.
- ♦ All 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 scientific methods and research methodologies in health management.
- ♦ Content that is accessible from any fixed or portable device with an Internet connection.

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This Postgraduate Certificate is the best investment you can make in the selection of a refresher program for two reasons: in addition to updating your knowledge in Healthcare Marketing, you will obtain a certificate by TECH - Technological University”

It includes, in its teaching staff, a team of prestigious health management professionals, who pour into this specialization the experience of their work, in addition to recognized health specialists who complement the program in an interdisciplinary way.

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 an immersive training program to train in real situations.

Problem-Based Learning underpins this program design, and the doctor must use it to try and solve the different professional practice situations that arise throughout the course. This will be done with the help of an innovative interactive video system developed by renowned experts in the field of health management with extensive teaching experience.

You will be able to take the course 100% online, adapting it to your needs and making it easier for you to take it while you carry out your full-time healthcare activity.

Increase the quality of your management with this training program and improve patient care.



02 Objectives

The Postgraduate Certificate in Healthcare Marketing offers in detail a cutting-edge specialization program, from an eminently practical point of view, at a time when accreditation of knowledge, including the latest trends in Leadership for Healthcare Services Managers, plays a fundamental role.



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This refresher program will provide you with the competencies to act with confidence in the performance of process management and decision making, and will help you grow professionally"



General Objective.

- ♦ Improve knowledge and professional competencies in Healthcare Marketing from a clinical management point of view, knowing the practical methodological tools to apply in the critical areas of health management and direction, both institutional and day-to-day.



Specific Objectives

- ♦ Describe the functions of Corporate Social Responsibility (CSR) in the healthcare environment and good governance in healthcare.
- ♦ Explain relationships with providers, other health agents and other institutions from a marketing point of view.
- ♦ Describe the role of healthcare organizations in the new social and technological reality.
- ♦ Explain the management of communication in organizations according to the different media and channels.





Make the most of this opportunity and take the step to get up to date on the latest developments in Healthcare Marketing.



03

Structure and Content

The structure of the contents has been designed by a team of professionals who are knowledgeable about the implications of specialization in clinical and healthcare management, aware of the relevance of current specialization and committed to quality teaching through new educational technologies.





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This Postgraduate Certificate in Healthcare Marketing, contains the most complete and up-to-date scientific program on the market”

Module 1. Healthcare Marketing and Communication

- 1.1. Marketing and Social Media
 - 1.1.1. Conceptual Approach.
 - 1.1.2. Marketing in Public Health Services.
- 1.2. Communication in Organizations.
 - 1.2.1. Conceptual Approach.
 - 1.2.2. What to Communicate in the Healthcare Organization?
 - 1.2.3. ICTs as a Key Communication Tool in Clinical Management.
- 1.3. Relations with Social Agents, Users and Suppliers.
 - 1.3.1. Financing and Underwriting.
 - 1.3.2. Regulation
 - 1.3.3. Actors in the System.
 - 1.3.4. Relationship Map, What do they Expect from Each Other.
- 1.4. Corporate Social Responsibility (CSR). Good Health Governance
 - 1.4.1. Introduction - Liability (General).
 - 1.4.2. Responsibility and Ethics in the Organizations
 - 1.4.3. Principles and Commitments to Develop Social Responsibility in the National Health System.
 - 1.4.4. Good Healthcare Governance.
 - 1.4.5. Good Governance Practices.



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A unique, key and decisive training experience to boost your professional development”



04

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. Gervas, 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 & Re-Testing

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.



05 Certificate

The **Postgraduate Certificate in Healthcare Marketing** guarantees you, in addition to the most rigorous and up-to-date specialization, access to a certificate issued by TECH - Technological University.



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Successfully complete this specialization and receive your certificate without the hassle of travel or paperwork”

This **Postgraduate Certificate in Healthcare Marketing** contains the most complete and up-to-date scientific program on the market.

After the student has passed the evaluations, they will receive their corresponding certificate issued by TECH - Technological University via tracked mail.

The certificate issued by TECH - Technological University will specify the qualification obtained through the course, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: Postgraduate Certificate in Healthcare Marketing

ECTS: 6

Nº Hours: 150



*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
development languages
virtual classroom



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Healthcare Marketing

Course Modality: Online

Duration: 6 weeks

Endorsed by: TECH - Technological University

6 ECTS credits

Hours 150 h.

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