

# Postgraduate Certificate New Challenges of the Pharmaceutical Industry



## Postgraduate Certificate New Challenges of the Pharmaceutical Industry

- » 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/new-challenges-pharmaceutical-industry](http://www.techtitute.com/us/medicine/postgraduate-certificate/new-challenges-pharmaceutical-industry)

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# 01

# Introduction

New technologies have had a significant impact not only on people's daily lives, but also on companies' work processes. The pharmaceutical industry is no stranger to it and therefore it is necessary that professionals, who work in companies in the sector, are aware of the transformation that the digitization of a department such as the medical affairs department entails. In this scenario of innovation, the specialist must be up to date with new methodologies that favor the efficiency of production processes and team management. That is why this 100% online program was created, which offers the most relevant and current information on change management, value-added services in strategic projects and organizational culture. All this will be possible due to the quality multimedia content created ad hoc by a specialized teaching team.



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*A 100% online diploma course that will show you the latest reinforcement dynamics in organizational transformation processes”*

The new industrial revolution 4.0 in the pharmaceutical company is currently focused on those projects that add value in how processes are done, as well as how the transformation is implemented in the different departments, including medical affairs. In this reality, organizations in the sector are working on a strategic line based on change management to improve the system through new leadership models.

All of this poses challenges for pharmaceutical companies and especially for Medical Affairs, which has seen how in recent years the relationship with other professionals is more focused on digital communication, where medical information is expected to be on demand, in real time, according to interests and needs. In response to this scenario, TECH has created a Postgraduate Certificate that allows professionals to delve into the New Challenges of the Pharmaceutical Industry.

A qualification that seeks not only to update the knowledge of medical professionals in this field, but also to respond to the need for *Medical Affairs* to contribute to a rapid digital transformation in order to create collaborative and valuable relationships with other health specialists.

This will be possible due to a theoretical-practical syllabus, which will allow you to be up-to-date on change management processes, organizational culture, *Team Building* or the implementation of the Agile Mindset philosophy in the pharmaceutical sector. The multimedia didactic resources, as well as the *Relearning* system used by this academic institution, will facilitate the achievement of these objectives in a much more dynamic and attractive way.

The professional is, therefore, in front of a 100% online Postgraduate Certificate, flexible and that can be done comfortably, whenever and wherever he/she wishes. Professionals are, therefore, faced with a 100% online Postgraduate Certificate, flexible and that can be completed comfortably, whenever and wherever they wish. An ideal educational option for people who wish to combine their personal responsibilities with an education quality and up the forefront of the academic world.

This **Postgraduate Certificate in New Challenges of the Pharmaceutical Industry** contains the most complete and up-to-date scientific program on the market.

The most important features include:

- ◆ The development of practical cases presented by experts in Medicine and in the pharmaceutical industry
- ◆ 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 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 work
- ◆ Content that is accessible from any fixed or portable device with an Internet connection



*You have before you a top-notch university program that is compatible with your professional responsibilities”*

“

*A program that allows you to visualize at any time the content on the measurement of the results of the implementation of a strategy or the Lean methodology in Healthcare”*

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

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

This program's design focuses on Problem-Based Learning, through which the professional must try to solve the different professional practice situations that arise during the academic program. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

*In-depth videos, video summaries and case studies make up the library of multimedia resources available 24 hours a day.*

*A Postgraduate Certificate that will bring you closer to the challenge of digital transformation for the pharmaceutical industry.*



# 02 Objectives

At the end of this Postgraduate Certificate, the medical professional will have obtained a complete update on their skills and knowledge in the field of management and leadership currently needed in the pharmaceutical industry. In order to do so, innovative pedagogical tools, with a practical vision and a specialized faculty, will guide you throughout these six weeks in order to successfully achieve these goals.





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*This program will enhance your leadership capabilities and skills to drive innovation in pharmaceutical companies"*



## General Objectives

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- ◆ Define digital transformation in *Medical Affairs*
- ◆ Recognize the educational strategy and define its objective
- ◆ Investigate how to measure the implementation of the strategy
- ◆ Evaluate the strategy based on indicators
- ◆ Use predictive analytics as a tool for decision making
- ◆ Design an educational plan for opinion leaders





## Specific Objectives

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- ◆ Describe the most relevant characteristics of change management in the healthcare environment
- ◆ Learn about *Lean* methodology in healthcare
- ◆ Research organizational transformation models
- ◆ Recognize Organizational Culture
- ◆ Simulate an organizational change
- ◆ Define *Agile Mindset*

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*A university program that will take you through six weeks to learn about the most relevant changes in management”*

03

# Course Management

TECH carefully selects all the faculty members that make up its degree programs in order to offer all students a high level and quality education. Therefore, for this Postgraduate Certificate we have brought together a faculty with experience in the leadership and management of teams in the healthcare field. Its philosophy and knowledge in this field will serve to provide the specialist who enters this degree with outstanding and fresh information on the new challenges facing the food industry.



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*You will find in this degree a teaching team with experience in the leadership and management of teams in the pharmaceutical field”*

## Management



### Dr. Cuchí Alfaro, Miguel Ignacio

- ◆ Medical Director of Hospital Universitario Puerta de Hierro Majadahonda in Spain
- ◆ Medical Coordinator of Hospital Audits in the Madrid Service
- ◆ Deputy Manager of the Ramón y Cajal University Hospital of Madrid
- ◆ Deputy Medical Director of the Ramón y Cajal University Hospital of Madrid
- ◆ Degree in Medicine

## Professors

### Mr. Jiménez Alonso, Carlos

- ◆ Academics Executive Leader in General Electric Healthcare
- ◆ Industrial Engineer from ICAI
- ◆ Director of Strategic Solutions and Projects at General Electric Healthcare
- ◆ Director of Services at Dräger Medical Iberia
- ◆ Regional Head of Services at Dräger Medical Iberia
- ◆ Development Engineer at Veolia

### Mr. Aller Álvarez, Rubén

- ◆ Specialist in Health Technologies
- ◆ Expert in Circular Economy Applied to the Health Sector
- ◆ Member of the Board of Directors, Spanish Society of Clinical Engineering Therapy



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## Structure and Content

Undoubtedly, the effectiveness of the *Relearning* method, based on the reiteration of knowledge, will make it easier for the professional to advance through the syllabus of this Postgraduate Certificate prepared by a teaching team with experience in the pharmaceutical industry. In this way, through video summaries, detailed videos, case studies or essential readings, the specialist will be able to delve into the main elements that influence change management, digital transformation in Medical Affairs or the implementation of strategies in organizations. This will allow the physician to keep abreast of the challenges facing pharmaceutical companies today.






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*A syllabus that allows you to stay up-to-date with the latest Strategies for cultural change in healthcare organizations”*

**Module 1.** New value projects of the pharmaceutical industry. Digital transformation in *Medical Affairs*

- 1.1. Change management, value-added services in strategic projects
  - 1.1.1. Time of change or change of era
  - 1.1.2. Why do changes fail?
  - 1.1.3. People are at the center of change
  - 1.1.4. Three elements to facilitate change
  - 1.1.5. Eight steps to drive change
- 1.2. Introduction to *Lean*, an essential ingredient in any collaborative project
  - 1.2.1. Empathy
  - 1.2.2. *Lean* History
  - 1.2.3. *Lean* in healthcare
  - 1.2.4. Five *Lean* principles
  - 1.2.5. *Lean* Toolbox
- 1.3. Emotional leadership, development of skills needed to drive innovation
  - 1.3.1. *Pull* environment vs. *Push*
  - 1.3.2. What is Leadership?
  - 1.3.3. Leadership without hierarchy
  - 1.3.4. Hierarchical leadership traps
  - 1.3.5. Leader 5.0.
- 1.4. Team Building, reinforcement dynamics in organizational transformation processes
  - 1.4.1. The Four Dimensions of Personality
  - 1.4.2. Personality Types Required
  - 1.4.3. The Five Dysfunctions of a Team
  - 1.4.4. The Five Waves of Trust
  - 1.4.5. Creating High-Performance Teams
- 1.5. Cultural change strategies in healthcare organizations
  - 1.5.1. What is Management Culture?
  - 1.5.2. Why is it relevant in a change management process?
  - 1.5.3. Barriers
  - 1.5.4. Hoshin Kanri
  - 1.5.5. Examples of significant organizational change



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- 1.6. Digital Transformation
    - 1.6.1. Know and understand the customer
    - 1.6.2. *Player* profiles: professionals, patients, institutions and medical societies
    - 1.6.3. Real-time information
    - 1.6.4. Efficient, effective and certified information mapping
  - 1.7. Educational and training strategy
    - 1.7.1. Definition and objectives
    - 1.7.2. Data Science
    - 1.7.3. Live information as constantly evolving
    - 1.7.4. Continuous training as a *Medical Affairs* tool
  - 1.8. El contenido en el centro
    - 1.8.1. Content generator and manager
    - 1.8.2. Know *student* needs
    - 1.8.3. Create ad hoc material based on your needs
    - 1.8.4. Reference: Based Content Quality
  - 1.9. Measurement the implementation of the strategy
    - 1.9.1. Definition and objectives
    - 1.9.2. What are Assets of Cultural Interest?
    - 1.9.3. Indicator-Based Assessment
    - 1.9.4. Visualization as an Analysis Tool
  - 1.10. *Agile Mindset*
    - 1.10.1. What is Agile Mindset?
    - 1.10.2. Predictive as a decision making tool
    - 1.10.3. Advantages and Disadvantages
    - 1.10.4. Design of a training plan for the creation of opinion leaders



*This educational option will lead you to understand the relevance of the proper management of change processes in the healthcare environment"*

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 New Challenges of the Pharmaceutical Industry 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 New Challenges of the Pharmaceutical Industry** 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 New Challenges of the Pharmaceutical Industry**

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.



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# Postgraduate Certificate

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