Postgraduate Diploma
Communication Applied to Telemedicine

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Postgraduate Diploma
Communication Applied to Telemedicine

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

Website: **www.techtitute.com/in/medicine/postgraduate-diploma/postgraduate-diploma-communication-applied-telemedicine**

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01

Introduction

Modernity has brought with it digital procedures, even reaching the medical sector. Consequently, patients explore the potential of the Internet to make changes that benefit their health. For this reason, doctors need to adapt and delve deeper into the digital environment, its possibilities and its risks. With this program, medical professionals will pave the way toward creating strategies that will allow them to publicize their digital health projects by reaching their target audience. Students will also develop the various techniques necessary to achieve both communication and sales objectives. Furthermore, they will be able to integrate the principles of health promotion within the various contexts and visions of the opportunities involved in channeling skills and attitudes through ICTs.

eHealth enables doctors and patients to communicate through digital devices with all the security and confidence of an on-site consultation, and without taking unnecessary risks"

The objective of this Postgraduate Diploma is for doctors to delve deeper into the digital environment, its possibilities and its risks from a marketing and communication point of view. The medical professional will delve into a field of high current demand, whose objective allows to positively influence patients, either from teleconsultation or creating informative content of great impact.

The program also provides the knowledge and skills professionals will need in the field of Telemedicine, boosting their potential. It is therefore essential to know how to handle the main technological tools for their application and, thus, be able to develop ICT projects for which the main pillar is patient-centered medicine.

Therefore, this program presents itself as a unique opportunity for the professional who wishes to delve into the field of communication and telemedicine. Both the course management and the teaching staff will put their knowledge and professional experience at the disposal of students in a practical manner.

Furthermore, it is a 100% online Postgraduate Diploma that provides professionals with the ease of being able to study it comfortably, wherever and whenever they want. All you need is a device with internet access to take your career one step further. A modality in line with present times, with TECH's guarantee of future projection.

This **Postgraduate Diploma in Communication Applied to Telemedicine** contains the most complete and up-to-date scientific program on the market. The most important features include:

- The development of case studies presented by Telemedicine experts
- 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 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 deepen your knowledge of the digital environment and become an expert in new technologies applied to e-Patient care"

Thanks to this The Postgraduate Diploma you are betting on a quality service with a guaranteed future. Do not hesitate and master the different digital formats that are used in Telemedicine"

The medical teleconsultation service is on the rise. With this Postgraduate Diploma you will master the digital field and boost your career into the virtual environment.

Increase your chances with this The Postgraduate Diploma: Boost your digital health project by directing it toward your target audience.

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.

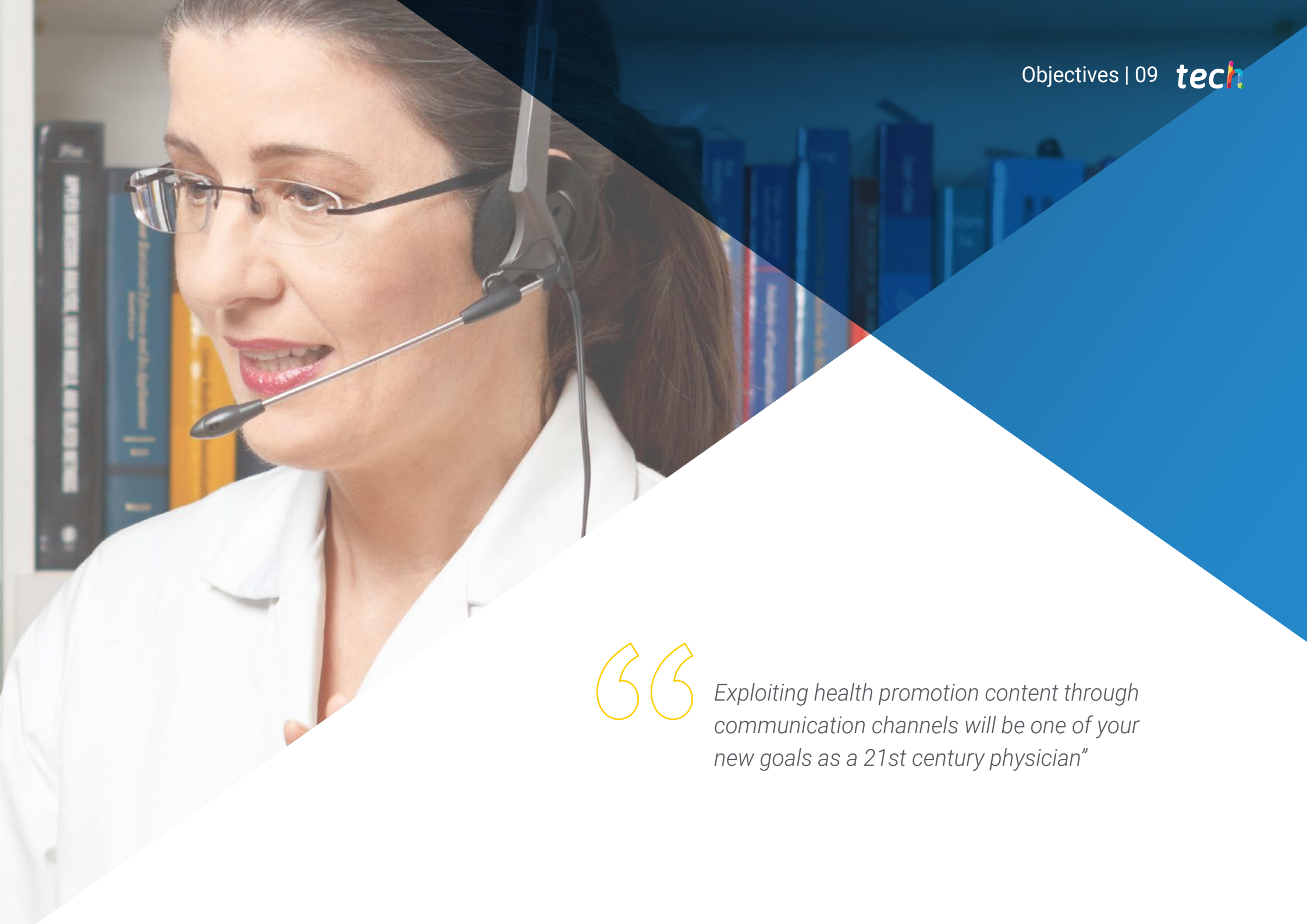
The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

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

02

Objectives

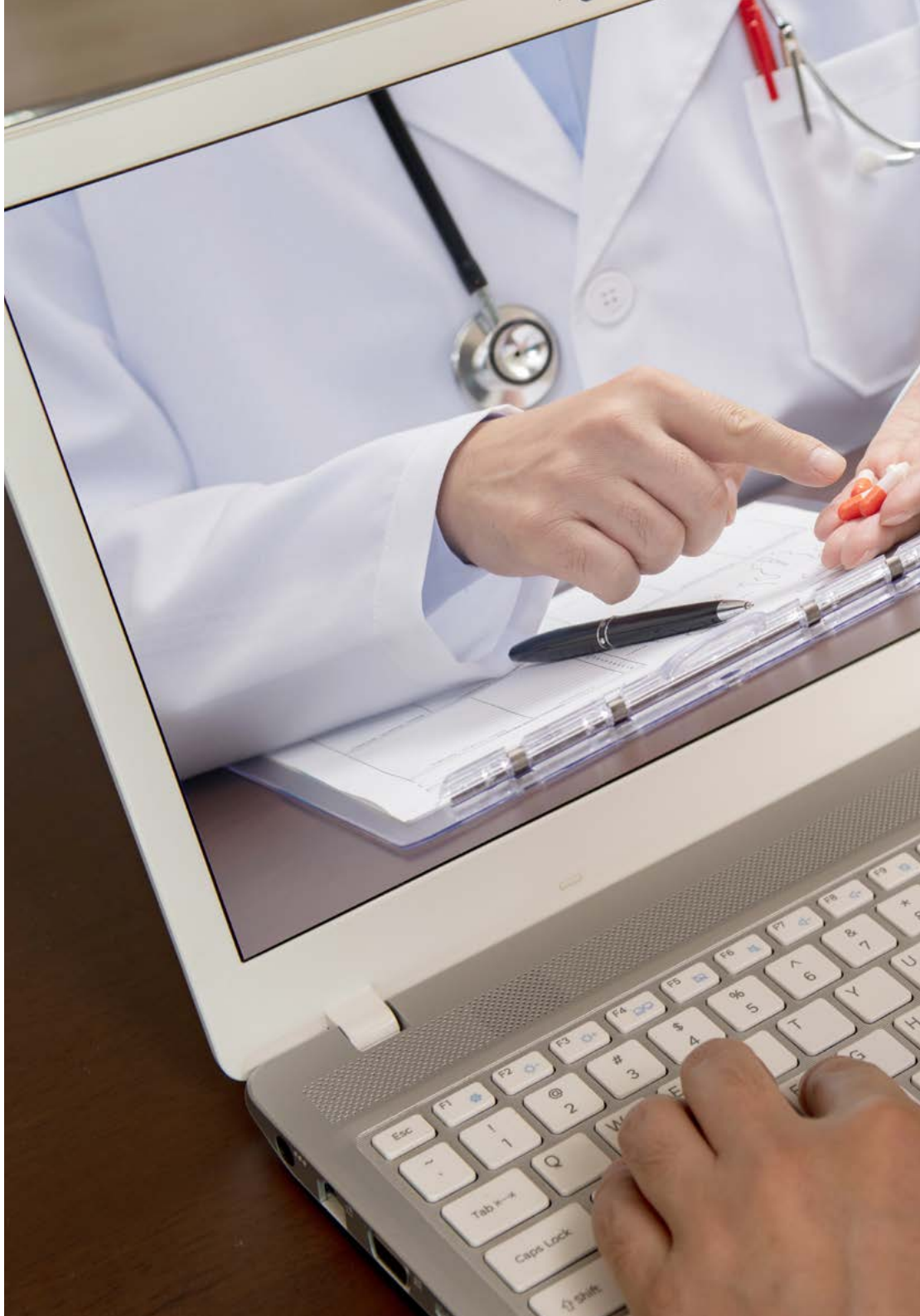
The program design for this Postgraduate Diploma will allow students to optimally approach the digital communication used in Telemedicine, so that they can apply their medical knowledge in the field of tele-assisted healthcare. In this way, you will bring your professional profile up to date and boost your career to a position demanded by patients and the current healthcare system, both public and private, given the current pandemic situation. The program has been designed by a team of experts with contents that will enable the future graduate to reach the proposed objectives. For this reason, TECH establishes, in conjunction with CEU, a series of general and specific objectives through which students will be guided.

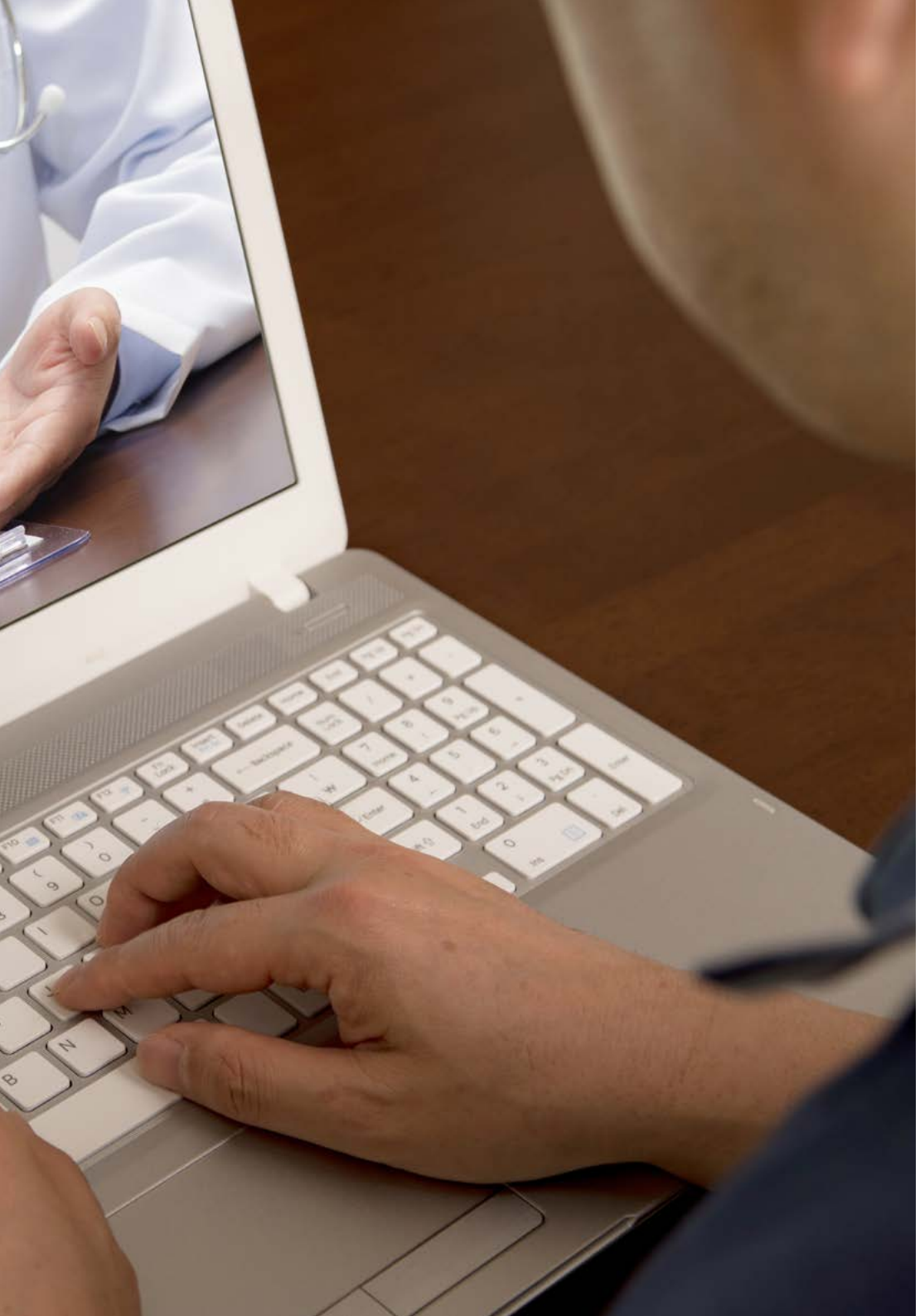


Exploiting health promotion content through communication channels will be one of your new goals as a 21st century physician"

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 eHealth and telemedicine projects
- Identify the political, social, legal, technological and economic fundamentals and dimensions for the implementation of ICT in health systems
- In-depth study of the ethical and legal aspects of attending a patient by telematic means
- Delve into the importance of digital interoperability in healthcare and the application of standards for its implementation
- Recognize the importance of empowering patients and healthcare stakeholders in the world of digital health
- Master learning and differentiate between reliable and unreliable sources of information
- Learn the main aspects of project evaluation and its technical dimensions
- Obtain skills for the clinical application of technologies





Specific Objectives

Module 1. Patient Centered Medicine: e-Patient

- Explore the power of the patient in the prevention and timely diagnosis of diseases through ICTs
- Increase awareness of the digital tools and services available
- Develop the methodology for the validation of communication channels
- Identify the strengths, weaknesses, threats and opportunities offered by these vehicles
- Develop health promotion material through communication channels

Module 2. Health promotion through ICTs

- Address the development of ICTs and their influence on health promotion
- Further understanding of the impact of the implementation of technological tools for health promotion from a managerial perspective
- Understand the specific knowledge and technologies required for Health Promotion interventions in health and social settings

Module 3. Communication and Digital Marketing Applied to Telemedicine Projects

- Further exploration of the digital environment: its possibilities and risks
- Master an eHealth project in the digital world
- Define a communication and sales strategy
- Define the objectives I want to achieve
- Develop a strategy that will enable to achieve these objectives
- Develop digital marketing techniques that will allow to achieve the objectives

03

Course Management

This program has a highly qualified team with extensive experience in the field, which will offer students the best tools to gain solid knowledge in the specialty of Telemedicine. In its maxim of offering quality education aimed at excellence, TECH has the best professionals in this medical field for students to develop their skills effectively during the course. This way, students have required to specialize in a booming field that will catapult them to professional success, contributing to the development of their functions in a sustainable and responsible way for humanity while offering personalized e-Patient care.

Differentiate between the various virtual platforms for optimal communication with e-Patients and position yourself as a physician who facilitates diagnoses through digital support"

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 Master's 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 e-Patients, 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)

Professors

Dr. Chacón Vargas, Karla Azucena

- Coordinator of the Telehealth Program of the State of Chihuahua
- Consultant in Telemedicine of the World Health Organization
- Leader of the international research project Esperanza with the National University of Distance Education, University of Cataluña and the Health Secretariat of the State of Chihuahua
- Master in Telemedicine from the University Oberta de Catalunya (UOC)
- Degree in Medical Surgery from the Autonomous University of Ciudad Juarez.
- Degree in Diabetes Education from the Autonomous University of Chihuahua

Ms. Gómez Navarro, Cristina

- Head of Marketing and Customer Strategy at Ibercaja
- Ecosystem Innovation Plus Enterprise Unit Specialist
- Master in Digital Marketing by ESIC
- Law Degree, University of Zaragoza
- IZO Certification in Customer Experience

04

Structure and Content

The Postgraduate Diploma syllabus has been designed for professionals to specialize in Communication Applied to Telemedicine as this is one of the most demanded media in the current healthcare panorama. Serving e-Patients has become an essential exercise for any doctor nowadays, accelerated by the current pandemic situation. The content has been structured in three modules that include all the necessary information for students to delve into the new digital medical concepts, incorporating all the elements that may be involved in developing their functions and performance in eHealth. The first module in the syllabus deals with e-Patient-centered medicine, the second is focused on health promotion through ICT and, finally, the third is centered on communication and digital marketing as applied to Telemedicine projects.

Get a glimpse into the future of health and disease prevention in a mobile health context thanks to this Postgraduate Diploma"

Module 1. Patient-Centered Medicine: e-Patients

1.1. Patient-Centered Medicine, e-Patient
1.2. *Social Media* and the Media
  1.2.1. *Social Media* Impact in Health
  1.2.2. Social Networks as a Means of Communication
1.3. Generic Communication Channels: Facebook, Twitter, Instagram
1.4. Proprietary Communication Channels. Personal Health Portals
1.5. Knowledge Managers
1.6. Strengths, Weaknesses, Opportunities and Threats (SWOT)
1.7. Social Network Analytics. Security and Privacy
1.8. Patient School
1.9. Network of Professional and Non-professional Caregivers
  1.9.1. Existing Models
1.10. Social Networks for Diseases

Module 2. Health promotion through ICTs

2.1. Health Promotion
2.2. Social Determinants of Health
  2.2.1. The Healthcare System
  2.2.2. ICTs to Better Distribute Health and Wellbeing
2.3. Community Health and Community Development
2.4. Salutogenesis and health assets: asset maps
  2.4.1. Salutogenesis and Health Assets
  2.4.2. The Assets Maps
2.5. Health Promotion and Prevention Strategy in the National Health System
2.6. The Organization and Management of Health Promotion Based on Digital Approaches
2.7. Primary Health Care and ICT
  2.7.1. First Contact Providers
2.8. Promoting Active and Healthy Aging through Digital Solutions
  2.8.1. Problem Solutions with ICT Support
  2.8.2. Adherence in Chronic Elderly Patients

2.9. The Digital Literacy of Healthcare Professionals
  2.9.1. The Need for Digital Health Training for Professionals
  2.9.2. Implementing Digital Literacy Planning
2.10. The Future of Health Promotion and Disease Prevention in a Mobile Health Context
  2.10.1. Artificial Intelligence in the Prevention and Early Diagnosis of Diseases
  2.10.2. *Apps* and their Impact on Health Promotion

Module 3. Communication and Digital Marketing Applied to Telemedicine Projects

3.1. The Application of Marketing to e-Health
3.2. The Creation of a Digital Marketing Strategy
  3.2.1. Funnel and Customer Segmentation
3.3. Traditional Advertising: SEO and SEM
3.4. e-Patients and Their Experience: Creation of a Digital *Patient Journey*
3.5. The Importance of Email Marketing
3.6. *Social Media and Social Ads*: Available Social Networks and What I Use Each One For
3.7. Inbound Marketing: A New Concept in Digital Businesses
3.8. *E-commerce*, Payment Methods and Patient Care
3.9. Doctor-patient Communication
3.10. *Fake News* and Internet Movements: Validation of Trustworthy Healthcare Websites

With this Postgraduate Diploma you will apply the fundamentals of marketing to eHealth and you will know how to rigorously relate to ePatients"

05

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**

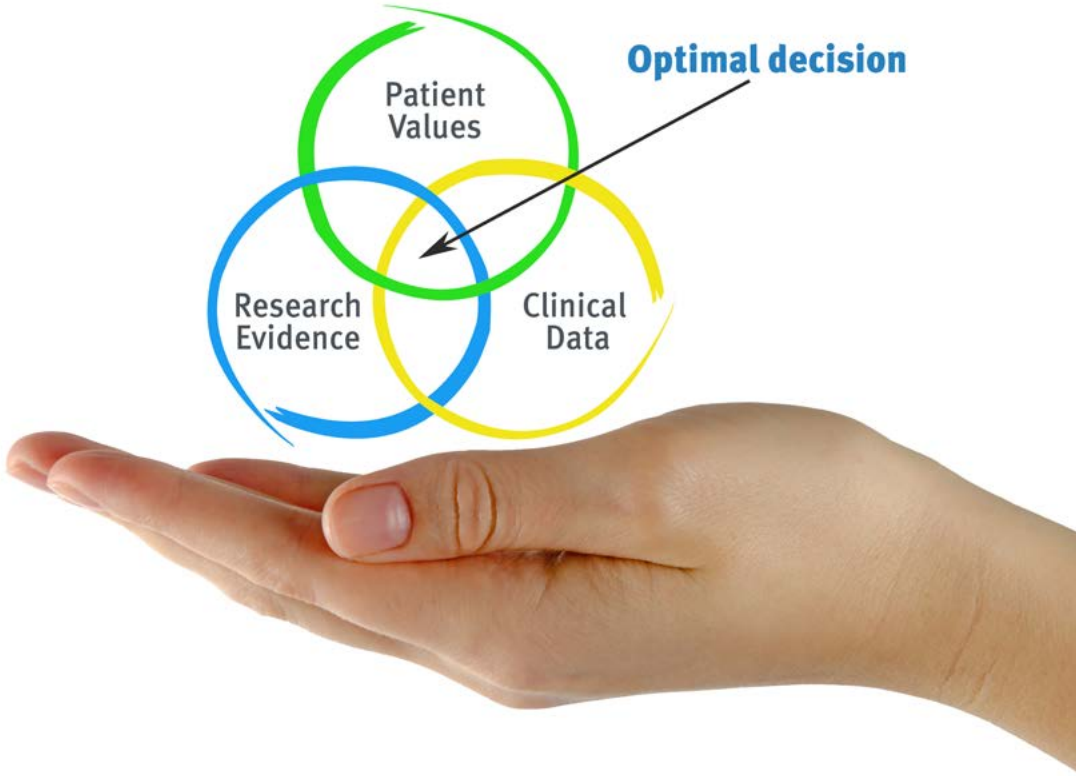
This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.

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:

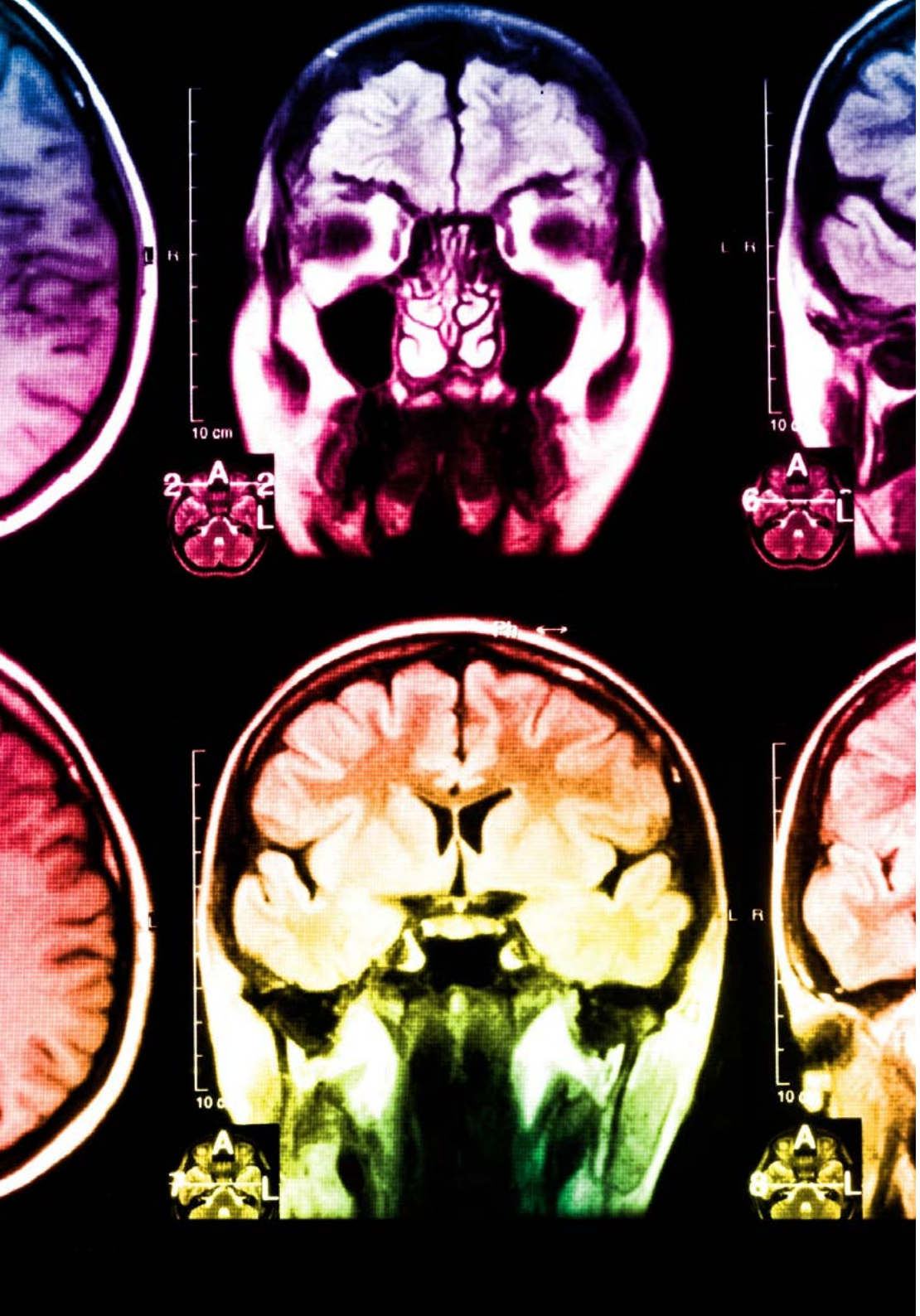
1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that evaluate real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better 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.



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.

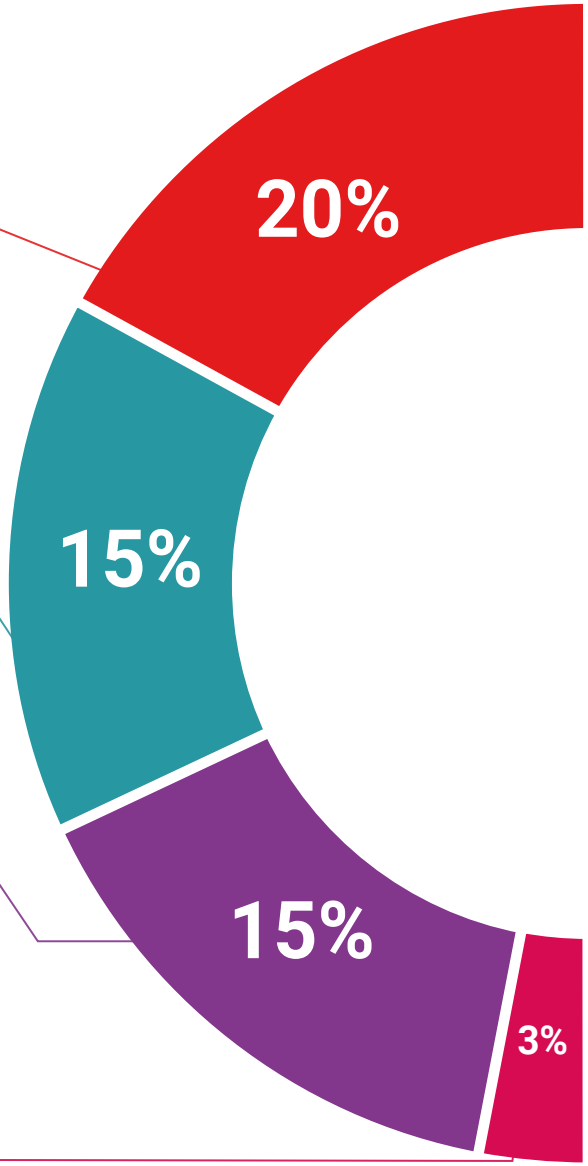
Interactive Summaries

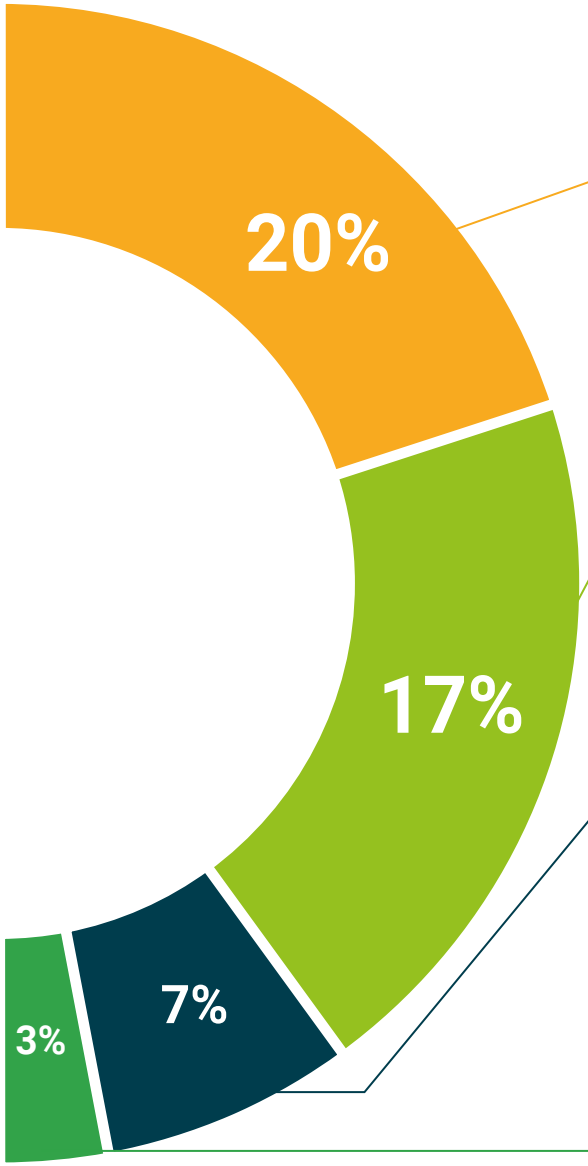
The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

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 Diploma in Communication Applied to Telemedicine guarantees, in addition to the most accurate and up-to-date training, access to a qualification 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 Diploma in Communication Applied to Telemedicine** 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 Diploma** issued by **TECH Technological University via tracked delivery*.**

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Diploma, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Diploma in Communication Applied to Telemedicine**

Official Nº of Hours: **450 h.**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Awards the following

CERTIFICATE

to

Mr./Ms. _____, with identification number _____.

For having passed and accredited the following program

POSTGRADUATE CERTIFICATE

in

Communication Applied to Telemedicine

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 certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

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