Postgraduate Diploma

Leadership and Management Skills in Healthcare

tech global university

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Postgraduate Diploma
Leadership and Management Skills in Healthcare

- Modality: **online**
- Duration: **6 months**
- Certificate: **TECH Global University**
- Credits: **16 ECTS**
- Schedule: **at your own pace**
- Exams: **online**

Website: www.techtitute.com/us/medicine/postgraduate-diploma/postgraduate-diploma-leadership-management-skills-healthcare

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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 Diploma is oriented to train Heads of Service and those responsible for the medical management of hospital centers, developing skills and techniques that promote the impulse of their leadership.

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, medical divisions are fundamental in performing different health processes, where the paradigm of Clinical Management is increasingly imposed, making it necessary to provide training in this area for physicians who develop or may reach positions of responsibility in health care, either in middle management, health care or in medical director and manager positions.

The are many new challenges in the sector which must be addressed, such as the approach to complex and chronic diseases, the relationships between professional groups, citizens (users, patients, clients) and providers and the development of new health technologies. There is also the need to increase efficiency in the use of resources, to assume the new participative and transparent form of leadership, and to gain a position in the interdisciplinary team.

This **Postgraduate Diploma in Leadership and Management Skills in Healthcare** contains the most complete and up-to-date scientific program on the market. The most important features include:

- Development of practical cases carried out by experts in health management and other specialties
- The graphic, schematic, and practical contents with which they are created provide scientific and practical information on the situations that regularly occur in the hospital setting.
- Presentation of practical workshops on procedures and decision making.
- Algorithm-based interactive learning system for decision-making in the situations that 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 special emphasis is put on the scientific method and research methodology in health management
- Content that is accessible from any fixed or portable device with an Internet connection

Increase your competencies in Leadership and Management Skills in Healthcare through this Postgraduate Diploma"

This Postgraduate Diploma is the best investment you can make when selecting a refresher program, for two reasons: in addition to train your knowledge as a Clinical Manager, you will obtain a qualification endorsed by TECH Global University"

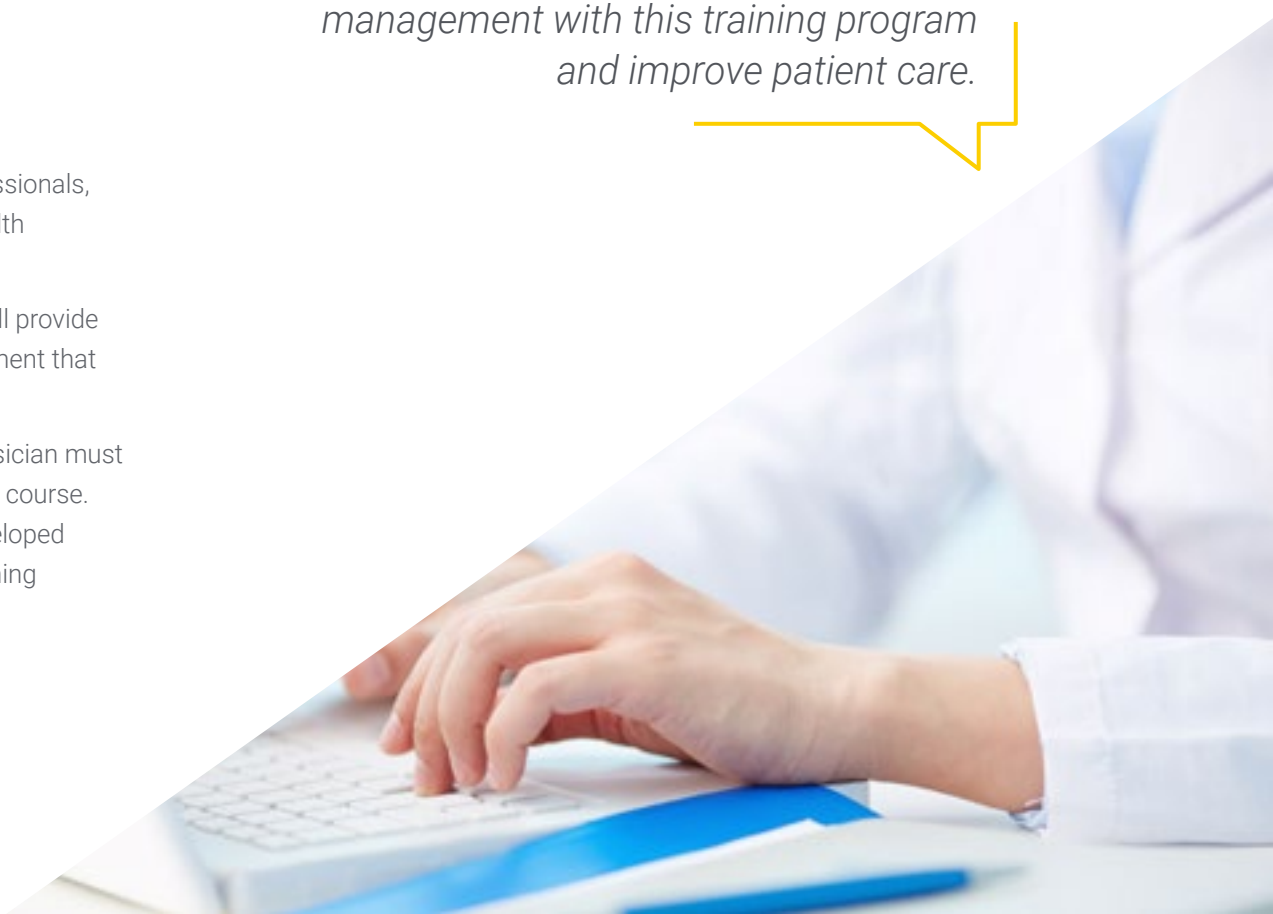
You will be able to complete the Postgraduate Diploma 100% online, adapting it to your needs and making it easier for you to study while you carry out your full-time healthcare work.

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

The teaching staff includes a team of prestigious health management professionals, who bring their experience to this training program, as well as renowned health specialists, who complement the program in an interdisciplinary way.

The multimedia content developed with the latest educational technology will provide the physician 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 physician must try to solve the different professional practice situations that arise during 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.



02

Objectives

The *Postgraduate Diploma in Leadership and Management Skills in Healthcare*, offers a cutting-edge program, from a highly practical perspective, at a time when knowledge accreditation plays a fundamental role, and it includes the latest trends in Leadership for Healthcare Services Managers.

This program will generate a sense of confidence in the performance of Medical and Clinical Management, and will help you grow professionally"

General Objective

- Acquire the essential skills needed to enhance problem-solving and decision-making in daily Clinical and Care Management

With this program you will be able to better manage resources, lead people and improve procedures in your healthcare institution"

Specific Objectives

Module 1. People and Talent Management

- Recognize and develop professional talent by integrating new tools for employability in both the public and private sectors

Module 2. Leadership Management

- Learn the dynamics and influence flows that occur within a group to guide them towards achievement
- Differentiate between intrinsic and extrinsic motivation to explain the behaviors necessary to achieve a given goal
- Establish the differences between motivation and satisfaction and their different theories
- Understand coaching as a methodological model whose aim is to motivate each person through techniques that achieve maximum performance

Module 3. Decision Making and Time Management

- Identify, understand and integrate managerial skills into daily health management
- Manage scientific databases for carrying out reviews and bibliographic searches of scientific studies
- Conduct a critical and in-depth study on the complexity and chronicity of care and assistance in the health system
- Communicate the results of an investigation after having analyzed, evaluated, and synthesized the data

Module 4. Internal Communication in Management

- Know the fundamentals of communications theory
- Know and identify the obstacles to effective internal communication within the healthcare organization
- Appreciate the importance of internal transparency within the organization
- Identify the keys to good face-to-face verbal communication with professionals
- Learn how to make the most of technological tools and manage them efficiently
- Know the basic techniques for non-verbal communication

Module 5. Creating a Personal Brand

- Understand the concept of personal branding and establish its importance as a business presentation and reputation
- Get to know the job interview to apply for a management position from a personal branding point of view

Module 6. Communication and Marketing in Health

- Gain knowledge about the basic concepts of marketing
- Identify the main historical and current references
- Identify the peculiarities of marketing in the healthcare world

03

Structure and Content

The structure of the syllabus has been designed by a team of professionals knowledgeable about the implications of medical training in Clinical Management aware of the relevance of current specialization and committed to quality teaching through new educational technologies.

This Postgraduate Diploma in Leadership and Management Skills in Healthcare contains the most complete and up-to-date scientific program on the market"

Module 1. People and Talent Management

1.1. Personnel Assessment and Talent Development. Social and Institutional Climate
- 1.1.1. People Assessment
- 1.1.2. Talent Development
- 1.1.3. Social and Institutional Climate

1.2. Visibility in Clinical and Healthcare Management: Blogs and Networks
- 1.2.1. The Digital Revolution in Welfare Practice and Clinical Management. Description of the New Digital Tools
- 1.2.2. Experiences with Networks and Blogs of Health Professionals

Module 2. Leadership Management

2.1. Team Leadership
- 2.1.1. Concept of Leadership
- 2.1.2. Steps for Successful Leadership
- 2.1.3. Qualities of a Leader
- 2.1.4. Activities to Be Carried Out by the Leader
- 2.1.5. Seven Habits of Successful People and Leadership

2.2. Motivation
- 2.2.1. Intrinsic and Extrinsic Motivation
- 2.2.2. Differences between Motivation and Satisfaction: Different Theories

2.3. Delegation
- 2.3.1. What is Delegation?
- 2.3.2. Ways of Assessing Delegation: Tasks
- 2.3.3. Non-Delegable Functions

2.4. Executive Coaching
- 2.4.1. Development

Module 3. Decision Making and Time Management

3.1. Decision Making
- 3.1.1. Deciding as an Organizational Process
- 3.1.2. Decision Process Phases
- 3.1.3. Features of any Decision

3.2. The Decision Process. Techniques
- 3.2.1. Management Schools. History
- 3.2.2. The Framework of the Management and Decision-Making Function
- 3.2.3. Types of Decisions
- 3.2.4. Characteristics of a Good Decision
- 3.2.5. Key Points to Consider in Decision-Making
- 3.2.6. The Logical Reasoning Process
- 3.2.7. Decision Support Tools

3.3. Time, Stress and Happiness Management
- 3.3.1. Introduction to Stress in Managerial Positions
- 3.3.2. General Guidelines for Preventing and/or Reducing the Experience of Stress
- 3.3.3. Effective Time Management
- 3.3.4. Agenda Planning
- 3.3.5. Personal Time and Professional Time, in Search of Happiness

Module 4. Internal Communication in Management

4.1. Communication
- 4.1.1. Conceptual Approach
- 4.1.2. Internal Communication in Health Organization. Do You Have a Plan?
- 4.1.3. How to Create Internal Communication Plan
- 4.1.4. Tools Evolution. From the Internal Circulation Note to the Corporate Social Network

4.2. Meetings
- 4.2.1. Conceptual Approach
- 4.2.2. Management Meetings and Time Management
- 4.2.3. Scheduled Team Meeting Architecture A Proposal
- 4.2.4. Keys to Successful Meeting Preparation
- 4.2.5. Meeting Management

4.3. Conflict Management
- 4.3.1. Conceptual Approach
- 4.3.2. Labor Disputes
- 4.3.3. The Change Main Source of Conflict with Management
- 4.3.4. Conflict Management in Health Teams

Module 5. Creating a Personal Brand

5.1. Public Profile
- 5.1.1. Presenting Ourselves to the World. Our Digital Footprint
- 5.1.2. Digital Reputation. Positive References
- 5.1.3. The Cover Letter in 2.0

5.2. The Job Interview to Apply for a Managerial Position
- 5.2.1. The Interview
- 5.2.2. Methods for a Successful Interview

Module 6. Communication and Marketing in Health

6.1. Marketing and Social Media
- 6.1.1. Conceptual Approach
- 6.1.2. Health Services Marketing

6.2. Communication in Organizations
- 6.2.1. Conceptual Approach
- 6.2.2. What to Communicate in the Healthcare Organization
- 6.2.3. ICTs as a Key Communication Tool in Clinical Management

6.3. Relationships with Social Agent Users and Suppliers
- 6.3.1. Financing and Underwriting
- 6.3.2. Regulation Actors in the System
- 6.3.3. Relationship Map, What do they Expect from Each Other

6.4. Corporate Social Responsibility. Good Healthcare Governance
- 6.4.1. Responsibility and Ethics in the Organizations
- 6.4.2. Principles and Commitments to Develop Social Responsibility in the National Health System
- 6.4.3. Good Healthcare Governance
- 6.4.4. Good Governance Practices

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

04

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:

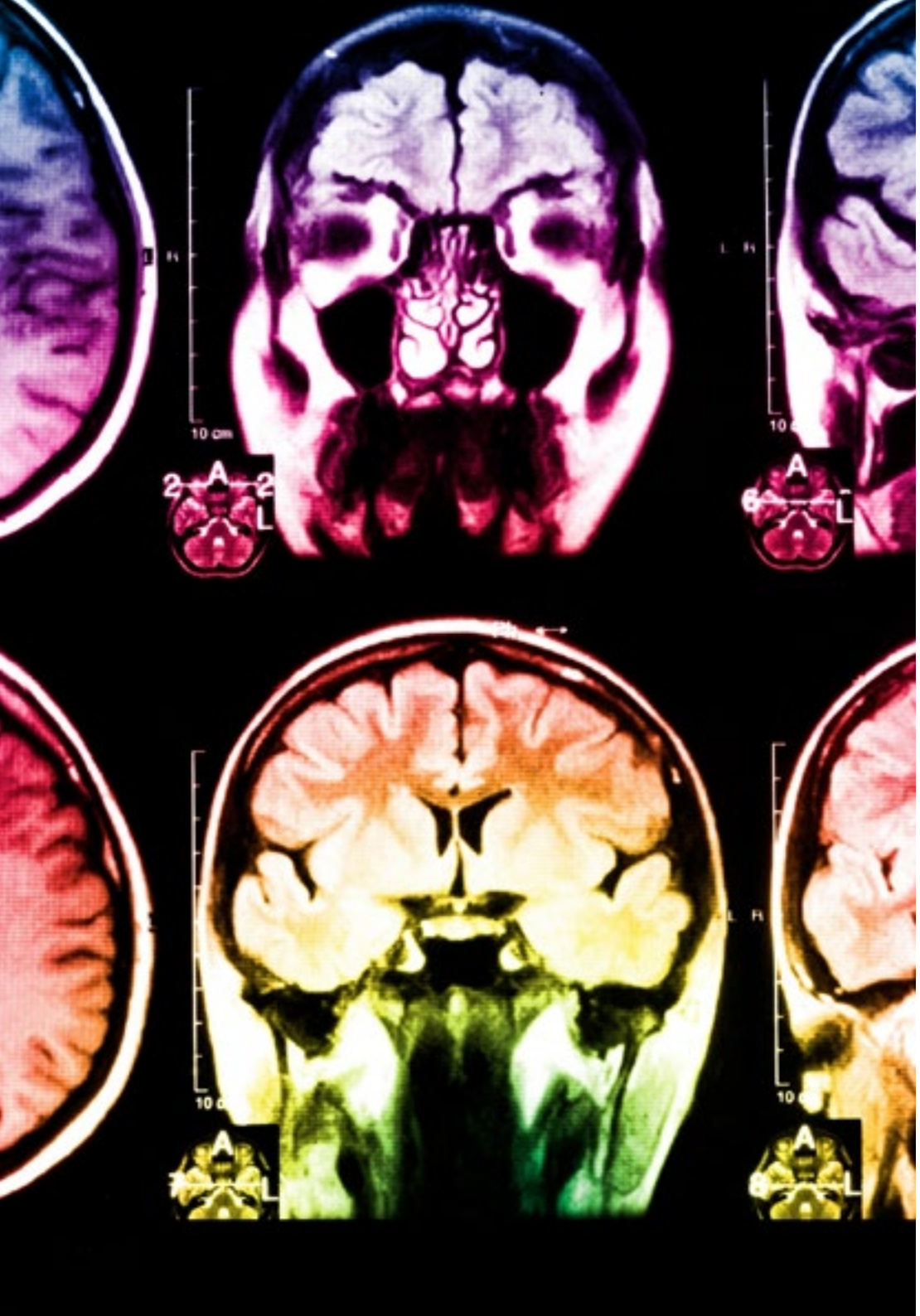
1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that evaluate real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better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

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

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 adapted in 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.

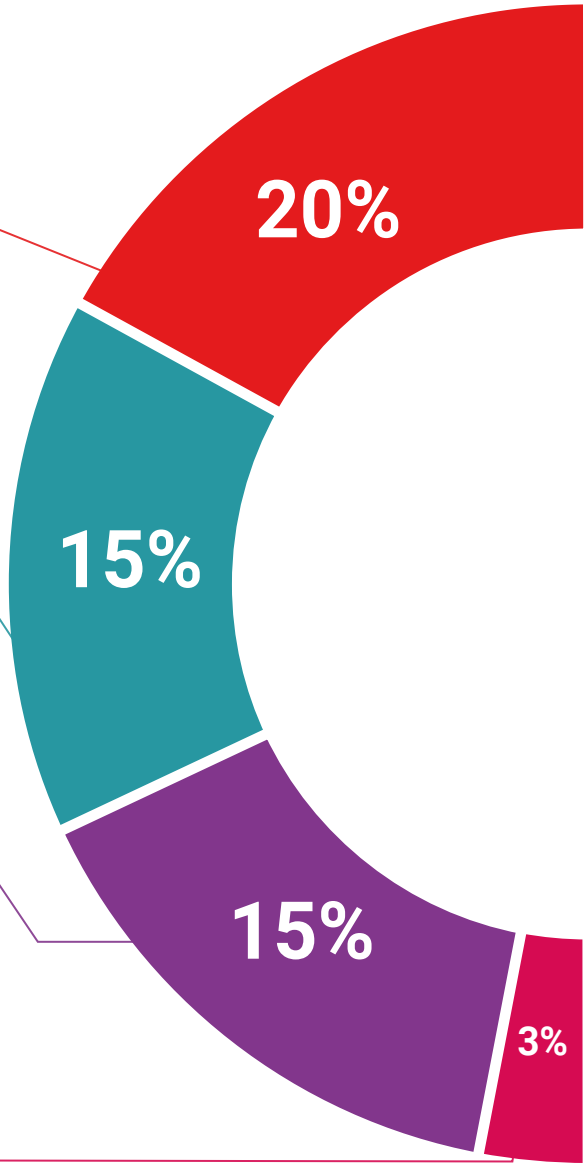
Interactive Summaries

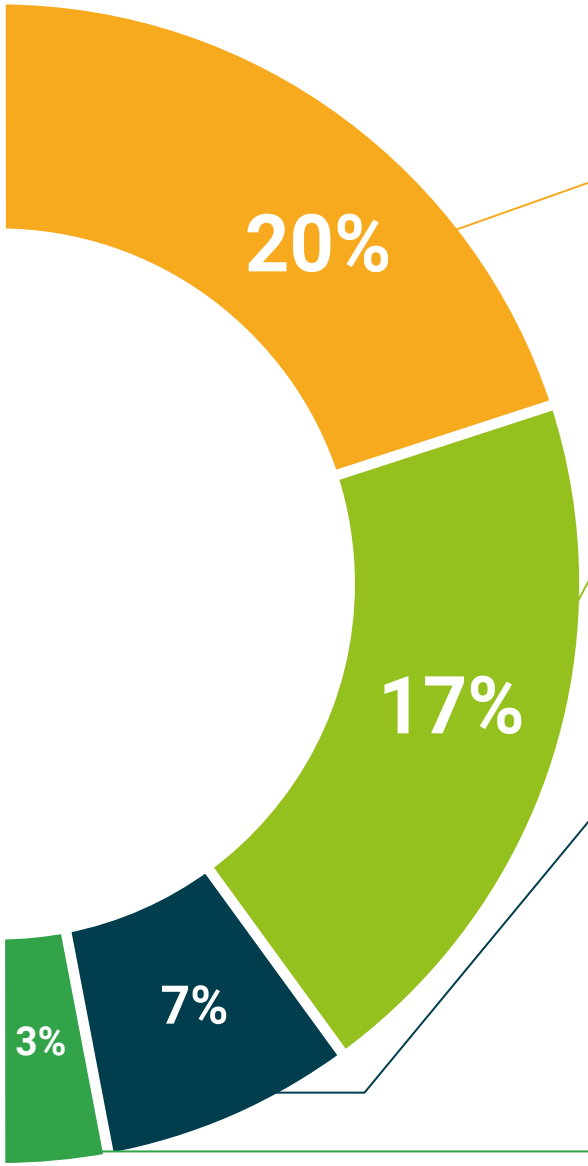
The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

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.

05

Certificate

The Postgraduate Diploma in Leadership and Management Skills in Healthcare guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Global University.

Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"

This program will allow you to obtain your **Postgraduate Diploma in Leadership and Management Skills in Healthcare** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University is an official European University publicly recognized by the Government of Andorra (***official bulletin***). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Diploma in Leadership and Management Skills in Healthcare**

Modality: **online**

Duration: **6 months**

Accreditation: **16 ECTS**

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Mr./Ms. _____, with identification document _____
has successfully passed and obtained the title of:

Postgraduate Diploma in Leadership and Management Skills in Healthcare

This is a program of 400 hours of duration equivalent to 16 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Rector

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 diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.

health

people

teaching

community

innovation

knowledge

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