Postgraduate Diploma

Leadership and Management Skills in Healthcare

tech technological university

Postgraduate Diploma

Leadership and
Management Skills
in Healthcare

» Modality: **online**
» Duration: **6 months**
» Certificate: **TECH Technological University**
» Dedication: **16h/week**
» 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 Technological 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 basic skills necessary to improve problem solving and decision making in day-to-day Clinical and Healthcare 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. Services Management

- Develop methodological and instrumental skills to adequately use the different health information systems in Management and Administration decisions in clinical units
- Interpret and appropriately apply the most appropriate tools in each context for valuation and clinical decision making
- Design and lead improvement, innovation and transformation processes in the units, services and centers

Module 2. Decision-Making and Communication

- 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 result findings after having analyzed, evaluated, and synthesized the data

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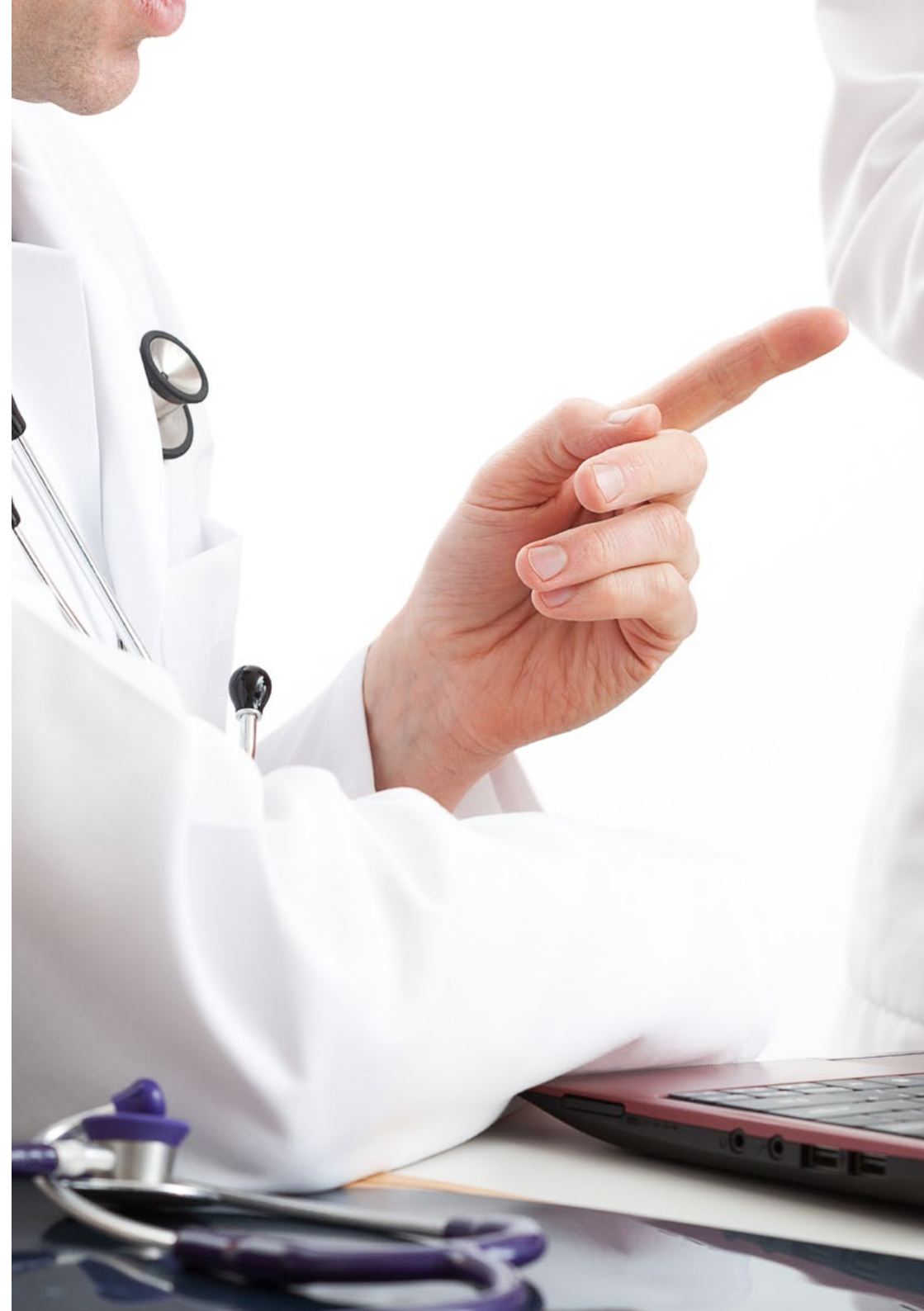
This Postgraduate Diploma in Leadership and Management Skills in Healthcare contains the most complete and up-to-date scientific program on the market"

Module 1. People and Talent Management

1.1.   Health Professionals. Types and Relations.

    1.1.1.   Health Professions Management: Types of Professionals and Their Interactions

    1.1.2.   Training of Health Personnel with Special Emphasis on Physicians, Situation and Opportunities for Improvement

1.2.   Rights and Responsibilities. Retributions.

    1.2.1.   Worker's Statute. Rights and Responsibilities

    1.2.2.   Statutory and Civil Servant Personnel: Statutory Personnel Status. Disciplinary Regime. Incompatibilities

    1.2.3.   Remuneration of Civil Servants and Statutory Personnel

    1.2.4.   Employees in Public Administration and Private Centers

    1.2.5.   Trade Unions. Representation, Participation and Collective Bargaining. Personnel Boards and Works Councils

1.3.   Working Hours in Units and Services

    1.3.1.   Working Hours; Personal Leave and Leaves of Absence for Statutory and Civil Servant Personnel

    1.3.2.   Collective Bargaining Agreements in the Health Sector

    1.3.3.   Shift Work and On-call System. Shift Planning Systems. Turnover. Continued Care.

    1.3.4.   Demand-Driven Staffing

1.4.   Employability Tools in the Private and Public Sector.

    1.4.1.   Public Employment Offers. Types of offers. Merit Scales

    1.4.2.   Personnel Selection Systems in the Private Sector

    1.4.3.   Terminations or Dismissals, Motivation, Justification and Communication, thereof.

1.5.   Staff Evaluation and Talent Development. Social and Institutional Climate

    1.5.1.   Welcoming, Mentoring and Dismissal Plans.

    1.5.2.   Talent Detection and Development

    1.5.3.   Institutional and Social Climate: Measurement and Improvement

1.6.   Visibility in Clinical and Care Management: Blogs and Networks

    1.6.1.   The Digital Revolution in Healthcare Practice and Clinical Management. Description of New Digital Tools. How to Improve Visibility

3.1.3.   Resistance to Change: How can we Overcome it and Convince People Change is Good?

3.2.   The Decision Process

3.2.1.   Centralized Decision-Making Process, Individual Decision-Making Process, Group Decision-Making Process

3.2.2.   Limiting Factor Principle. Cost Effectiveness and Efficiency in the Decision-making Process

3.2.3.   Choosing the Best Solution. Prioritization. Decision Tree

3.3.   Time, Stress and Personal and Professional Happiness Management.

3.3.1.   Techniques for Managing Time, Personal Agenda and Work-Life Balance

3.3.2.   Stress Management Techniques and Techniques for Promoting Personal and Professional Happiness

Module 4. Internal Communication in Management

4.1.   Communication.

4.1.1.   Communication and Information. The Communication Process. Elements of Communication. Requirements for Communication. Communication Barriers

4.1.2.   Communication Methods and Tools. Verbal Communication. Non-Verbal Communication. Written Communication.

4.2.   Meetings.

4.2.1.   Techniques for Holding Profitable Meetings. Preparation for Meetings and Types of Meetings. Participant Selection

4.2.2.   Healthcare and Technical Committees and Commissions in Hospitals, Centers and Areas of Healthcare

4.2.3.   Negotiation. Types of Assertiveness Strategies. WiN Strategy

4.3.   Conflict Management

4.3.1.   Possible Conflicts in Health Organizations. Preventive Strategies.

4.3.2.   Conflict Management. Mediation

Module 5. Creating a Personal Brand

5.1.   Public Profile

5.1.1.   Presenting Ourselves to the World. Our Digital Footprint

5.1.2.   Professional Profile on Professional Social Networks

5.1.3.   Digital Reputation. Positive References

5.1.4.   Cover Letter

5.2.   The Interview Process to Apply for a Managerial Position.

5.2.1.   How to Tackle an Interview

5.2.2.   Body Language During an Interview. Kinesics

Module 6. Communication and Marketing in Health

6.1.   Marketing

6.1.1.   Definition of the Term. Dimensions of Marketing. Marketing Mission and Cycles. Marketing Tools

6.1.2.   Patient, Client, User? Marketing Aimed at Public Healthcare Users

6.1.3.   External Marketing Planning in a Private Center

6.1.4.   The Internal Client. Marketing and Internal Communication Plans in Healthcare Institutions

6.1.5.   Management of Institutional Presence on Social Networks. Facebook.

6.1.6.   Use of Twitter by the Organization

6.1.7.   Use of LinkedIn by the Organization on a Professional Level

6.1.8.   Use of Other Networks: Instagram, Tumbler, etc

6.2.   Communication in Organizations

6.2.1.   Communication Systems in Organizations. Intranet/Internet

6.2.2.   Communication Specific to Welfare Institutions. Hospitals.

6.2.3.   Welfare Awards. Presentation of Nominations

6.2.4.   Organization of Conferences, Congresses and Other Educational Events

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.

01
learning from evidence

02
relearning from evidence

03
testing

04
learning from an expert

05
neurocognitive context dependent learning

06
Von-Restorff effect

07
case based learning through storytelling

08
competencies testing (retesting)

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:
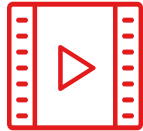
Study Material

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.

20%

15%

15%

3%

20%

17%

7%

3%
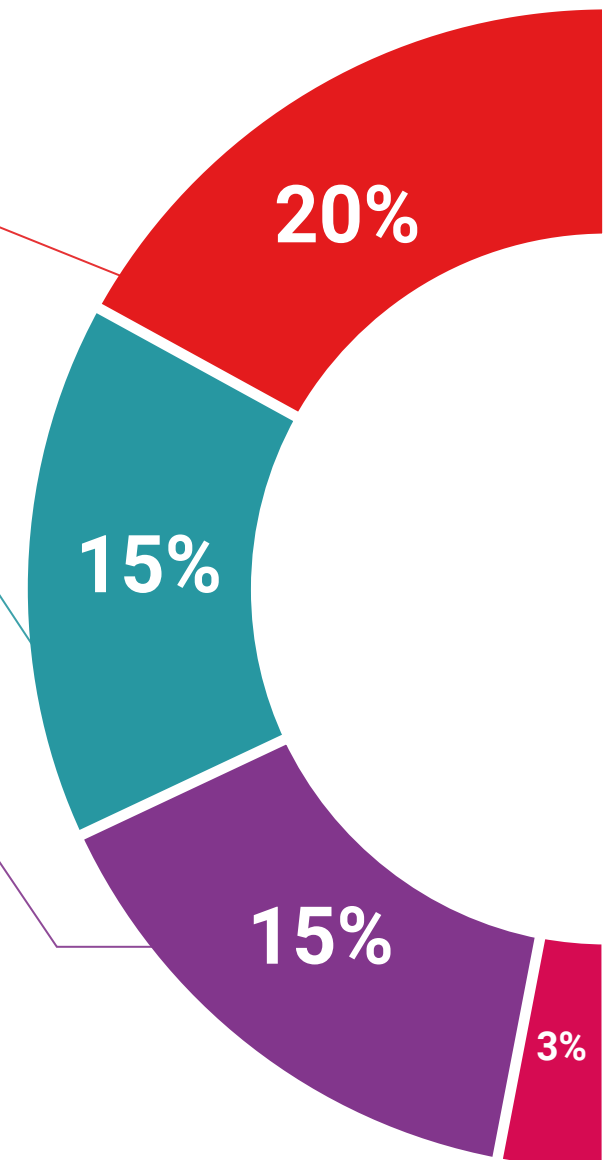
Expert-Led Case Studies and Case Analysis

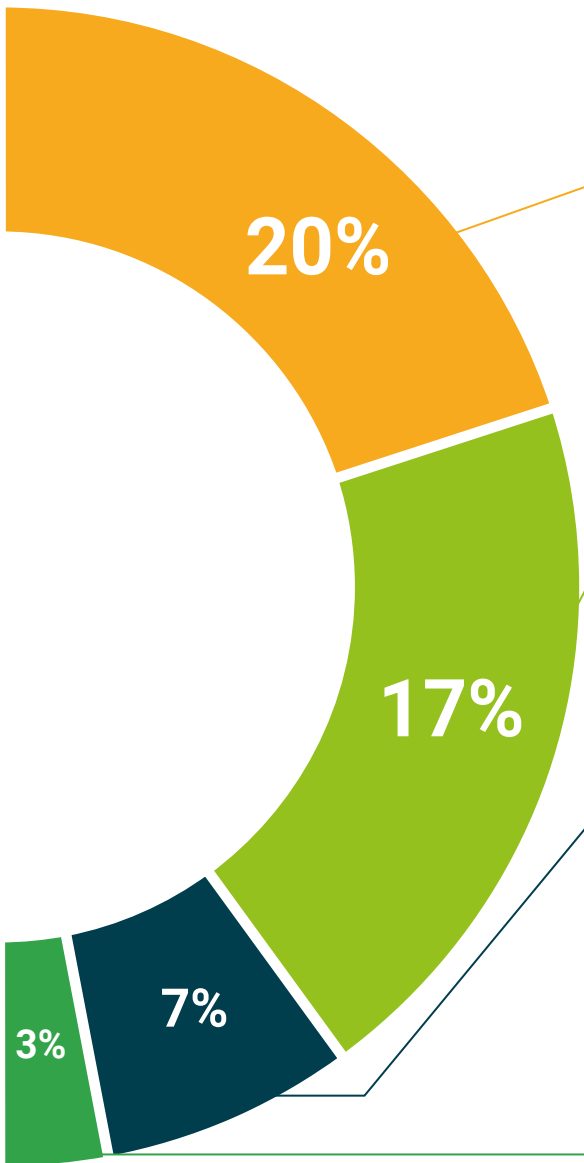Effective learning ought to be contextual. Therefore, TECH presents real cases in which the expert will guide students, focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.

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.

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 Technological University.

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

This **Postgraduate Diploma in Leadership and Management Skills in Healthcare** 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 diploma 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 Leadership and Management Skills in Healthcare**

Official Nº of Hours: **425 hours.**

tech technological university

Awards the following

DIPLOMA

to

Mr./Ms. _____, with identification number _____.
For having passed and accredited the following program

POSTGRADUATE DIPLOMA

in

Leadership and management skills in healthcare

This is a qualification awarded by this University, equivalent to 425 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 diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

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