Postgraduate Certificate

Business Innovation and Entrepreneurship in E-Health

tech technological university

Postgraduate Certificate
Business Innovation and
Entrepreneurship in E-Health

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

Website: **www.techtitute.com/pk/nursing/postgraduate-certificate/business-innovation-entrepreneurship-e-health**

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Introduction

Industrial innovation, artificial intelligence and Big Data applied to medicine have brought great advances to healthcare and clinical intervention. Given the evidence of success in applying the most advanced technologies in this field, the companies of the present and the future must introduce these tools. It is increasingly important for professionals working in this field to be highly qualified to master e-health entrepreneurship. For this reason, TECH offers a program that provides the keys to establish functional structures that streamline and rethink the conventional care model and allow the innovation of new business partnerships. Thanks to this 100% online education, students will be able to develop a more advanced entrepreneurship strategy that encourages collaboration in e-health projects.

With this Postgraduate Certificate you will be able to dominate the market and innovate in e-health with comprehensive knowledge acquired in just 6 weeks"

New startups are companies that reconcile the relationship between technology and business projects. In this case, healthcare professionals seeking to offer an improved, fast, efficient and personalized service will need to master the keys to e-health. This new business methodology is the future and, in fact, today's companies are already implementing technologies in their clinical services, whether public or private.

For this reason, TECH has developed a complete and rigorous program that addresses the lack of qualified specialists in the sector, in order to transmit the knowledge of the innovative ecosystem in order to start a company. It is a 100% online course, which explores examples of solid value propositions in the market, the identification of opportunity and error rates, as well as practical tools for the analysis of the environment and to test the current business context.

This Postgraduate Certificate will therefore educate nurses and other specialists interested in entrepreneurship under the keys of the e-health field. It is a unique educational opportunity that applies the *Relearning* methodology so that they do not have to invest long hours of memorization and can assimilate the contents in a constant and simple way. All this, with the support of a teaching team, which has its own digital projects of innovation in e-health and theoretical and practical materials that energize their study.

This **Postgraduate Certificate in Innovation and Entrepreneurship in E-Health** 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 experts in innovation in corporate health and welfare
- The graphic, schematic, and practical contents with which they are created, provide Scientific 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 assignments
- Content that is accessible from any fixed or portable device with an Internet connection

Haven't mastered CEO techniques yet? Participate in the business management of your own company and learn how to reach a wider audience"

"

Take stock with the tools that TECH will provide you, so that you can choose a solid value proposition in today's market"

Explore innovative business entrepreneurship and become a much more competitive expert in the e-health sector.

Analyze the e-health market in a systematic and structured way to develop your business with guarantees of success.

The program's teaching staff includes professionals from the sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious 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 during the course. For this purpose, the students will be assisted by an innovative interactive video system created by renowned and experienced experts.

02
Objectives

The main objective of this Postgraduate Certificate in Business Innovation and Entrepreneurship in E-Health is to enhance the professional career of the enrolled specialists, focusing them on business entrepreneurship and the creation of successful companies. In addition, the students will be able to update their knowledge, attending to the techniques of external, strategic and regulatory analysis in the current entrepreneurial context. In this way, the specialists will be able to create their own company, applying the Lean Startup methodology and its most effective tools.
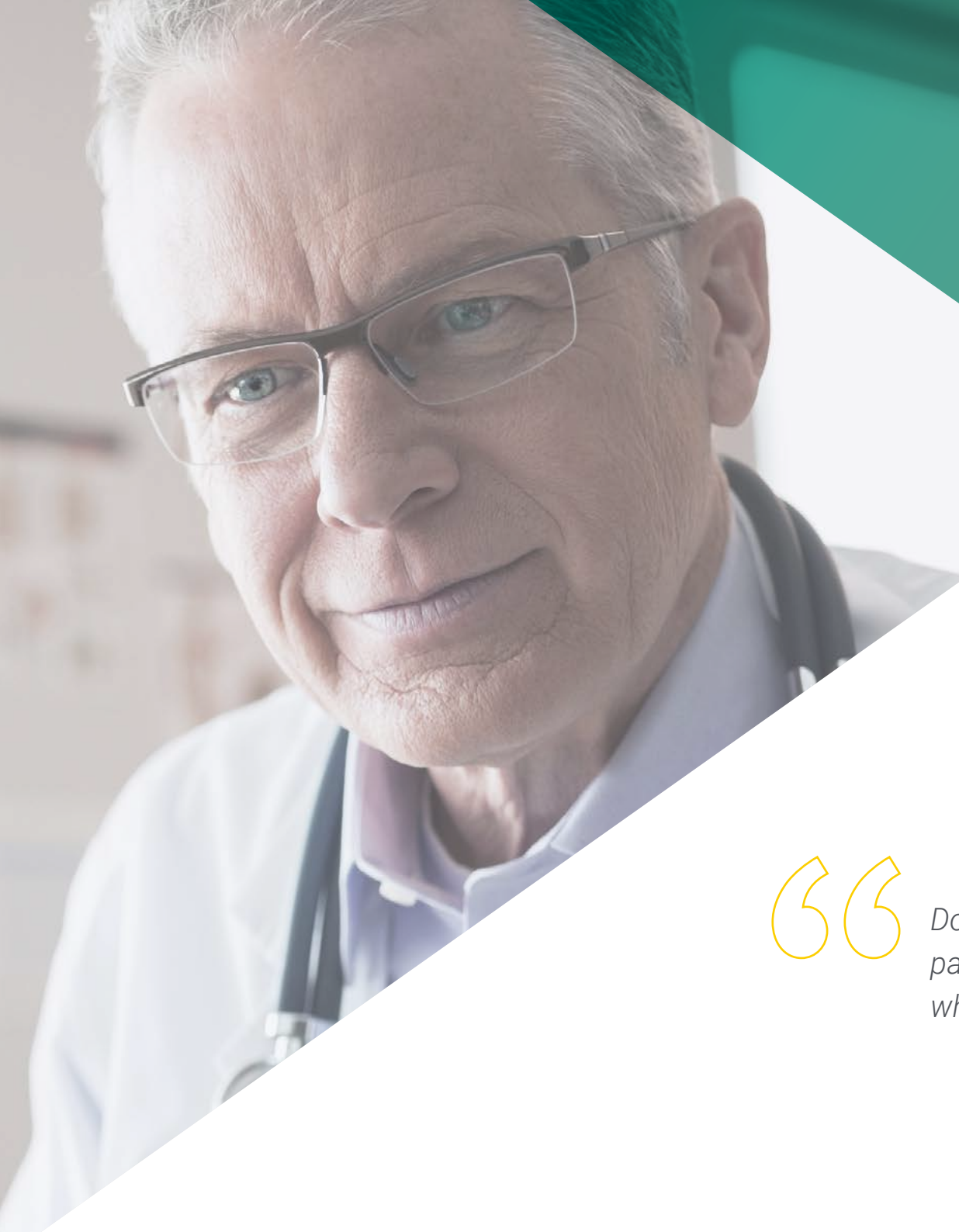
" *Don't be left behind in the business market, be part of the group of cutting-edge entrepreneurs who lead the e-health ranking with TECH"*

General Objectives

- Develop key concepts of medicine that serve as a vehicle to understand clinical medicine

- Determine the major diseases affecting the human body classified by apparatus or systems, structuring each module into a clear outline of pathophysiology, diagnosis, and treatment

- Determine how to obtain metrics and tools for healthcare management

- Understand the basics of basic and translational scientific methodology

- Examine the ethical principles and good practices that govern the different types of health sciences research

- Identify and generate the means of funding, assessing and disseminating scientific research

- Identify the real clinical applications of the various techniques

- Develop the key concepts of computational science and theory

- Determine the applications of computation and its implication in bioinformatics

- Provide the necessary resources to practically apply all the concepts in the modules

- Develop the fundamental concepts of databases

- Determine the importance of medical databases

- Delve into the most important techniques in research

- Identify the opportunities offered by the IoT in the field of eHealth

- Provide specialized knowledge of the technologies and methodologies used in the design, development and assessment of telemedicine systems

- Determine the different types and applications of telemedicine

- Delve into the most common ethical aspects and regulatory frameworks of telemedicine

- Analyze the use of medical devices

- Develop the key concepts of entrepreneurship and innovation in eHealth

- Determine what a business model is and the types that exist

- Collect eHealth success stories and mistakes to avoid

- Apply the knowledge acquired to an original business idea

Achieve your goals now, thanks to the Lean Startup methodology that you will learn thanks to the TECH case simulation"
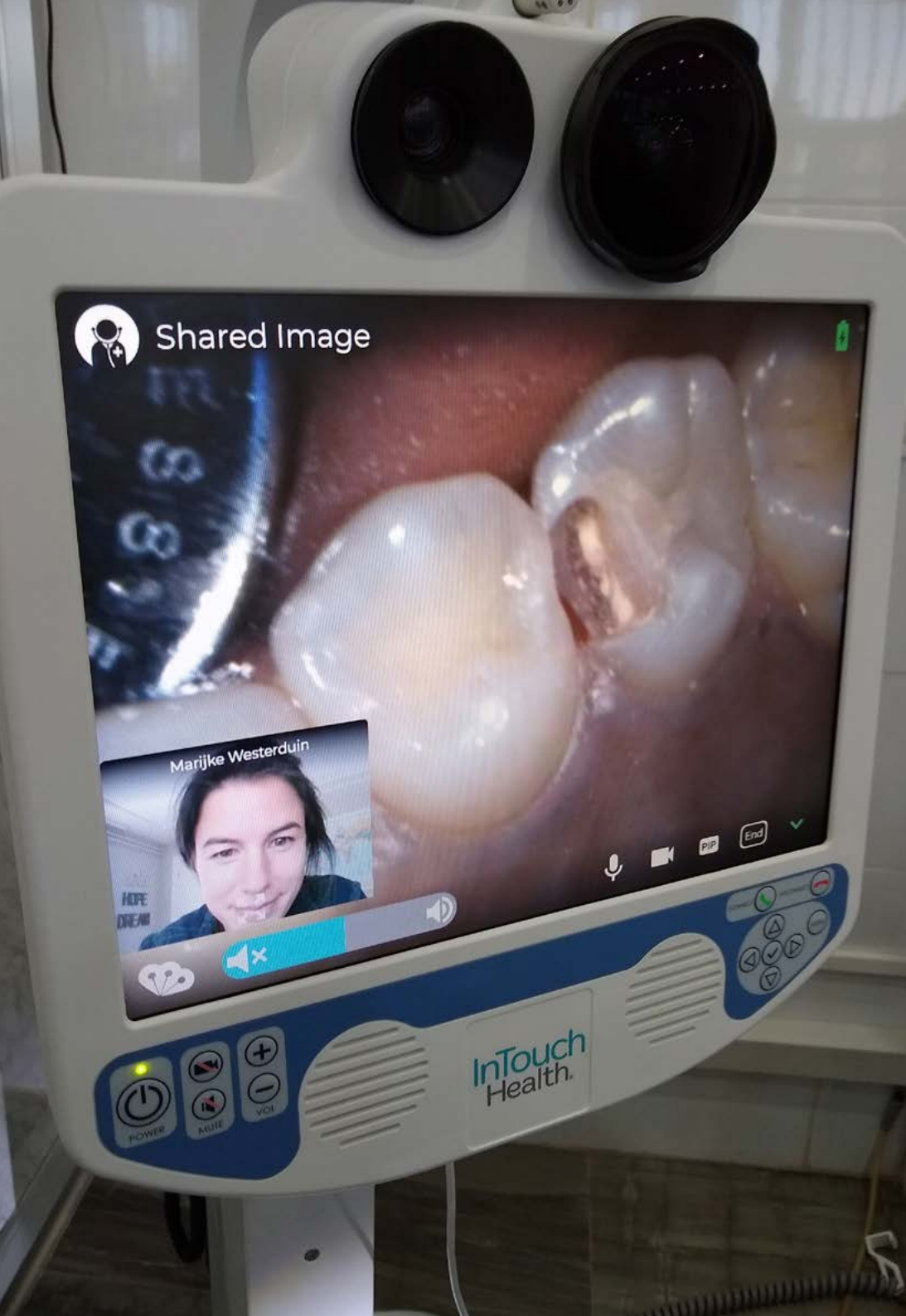
Specific Objectives

- Analyze the e-health market in a systematic and structured way
- Learn the key concepts of innovative ecosystems
- Create businesses using the Lean Startup methodology
- Analyze the market and competitors
- Find a solid value proposition in the marketplace
- Identify opportunities and minimize rates of error
- Handle the practical tools for environment analysis and practical tools to quickly test and validate your idea

03
Course Management

TECH has called on an experienced teaching team in e-health innovation to share all their knowledge with the students of this Postgraduate Certificate. These are experts who have extensive experience in this field and who will not only share their theoretical knowledge of the subject, but will also offer specialists the keys to business practice; in addition, students will have a direct communication channel through which they can contact the teachers to resolve all their doubts about entrepreneurship in the new clinical paradigm.

Don't wait any longer, be part of the future in e-health by undertaking under the control of OSINT tools"

Management

Ms. Sirera Pérez, Ángela

- Biomedical Engineer expert in Nuclear Medicine and Exoskeleton Design.
- Designer of specific parts for 3D printing at Technadi
- Technician in the Nuclear Medicine Department of the Clinical University of Navarra
- Degree in Biomedical Engineering from the University of Navarra
- MBA and Leadership in Healthcare and Medical Technology Companies

Professors

Ms. Crespo Ruiz, Carmen

- Intelligence, Strategy and Privacy Analysis Specialist
- Director of Strategy and Privacy at Freedom&Flow SL
- Co-founder of Healthy Pills SL
- Innovation Consultant & Project Technician, CEEI CIUDAD REAL
- Co-founder of Thinking Makers
- Data protection consultancy and training, Tangente Cooperative Group
- University Professor
- Law Degree, UNED (National University for Distance Education)
- Degree in Journalism, Pontifical University of Salamanca
- Master's Degree in Intelligence Analysis by the Cátedra Carlos III & Rey Juan Carlos University, with the endorsement of the National Intelligence Center (CNI)
- Advanced Executive Program on Data Protection Officer

04
Structure and Content

TECH has incorporated the latest educational technology and has collaborated with an expert teaching team in Business Innovation and Entrepreneurship in E-Health. In addition, its 100% online mode and the prestigious *Relearning* pedagogical methodology make the Postgraduate Certificate a unique experience for students who are looking for current alternatives to conventional university programs. Graduates in Nursing and other disciplines who take this program will obtain exhaustive knowledge focused on the development of their own health business and the specific guidelines for a successful approach. In addition, specialists will be provided with a downloadable reference guide which, once saved on their device, can be consulted even after graduation.

Do you want to start a business in the clinical field? TECH helps you with Marketplace business models, digital platforms and Saas to maximize profits in your company"

Module 1. Business Innovation and Entrepreneurship in E-Health

A program that will give you the keys to start your own business based on successful models of e-health startups"

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 Nursing School we use the Case Method

In a given situation, what should a professional do? 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. Nurses learn better, faster, and more sustainably over time.

> *With TECH, nurses can experience a learning methodology that is shaking the foundations of traditional universities around the world.*
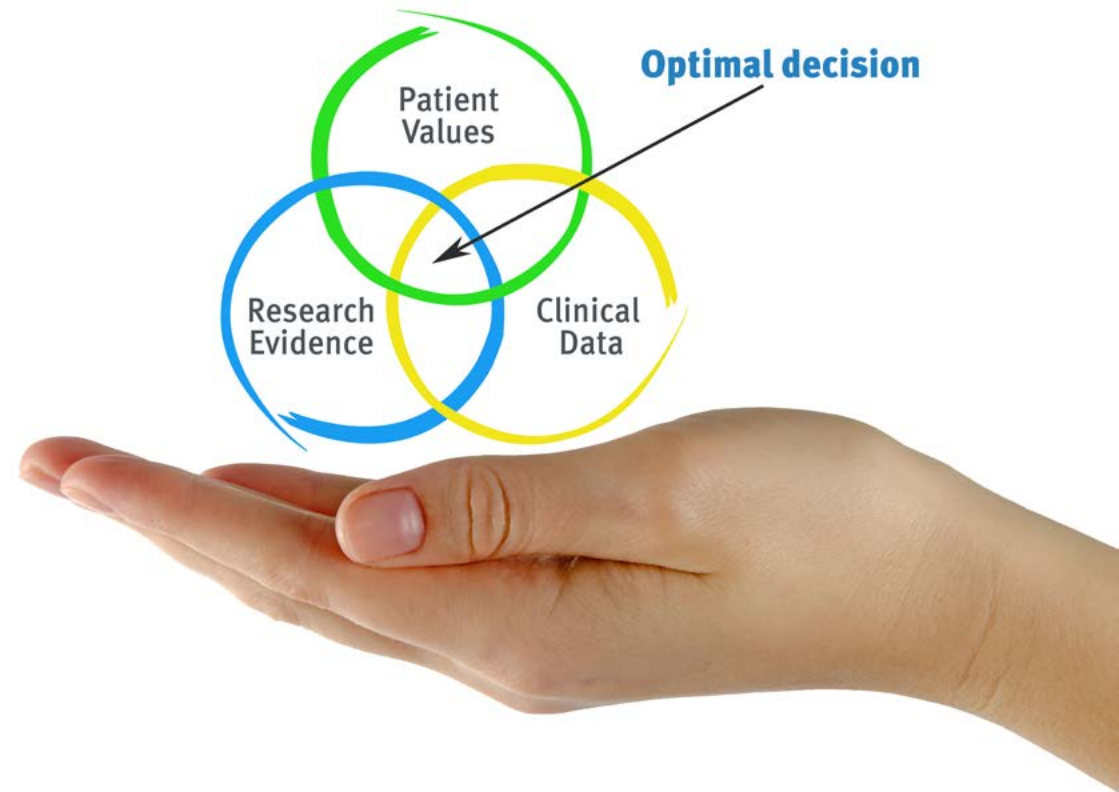
According to Dr. Gérvas, the clinical case is the annotated presentation of a patient, or group of patients, which becomes a "case", an example or model that illustrates some peculiar clinical component, either because of its teaching power or because of its uniqueness or rarity. It is essential that the case is based on current professional life, in an attempt to recreate the real conditions in professional nursing 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. Nurses 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 nursing professional to better integrate knowledge acquisition into the hospital setting or primary care.

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 case studies with a 100% online learning system based on repetition combining a minimum of 8 different elements in each lesson, which is a real revolution compared to the simple study and analysis of cases.

The nurse 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.

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 we have trained more than 175,000 nurses with unprecedented success in all specialities regardless of practical workload. 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 really 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.

Nursing 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 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 them as many times as you want.

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 suggesting that observing third-party experts can be useful.

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 Business Innovation and Entrepreneurship in E-Health guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate 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 Certificate in Innovation and Entrepreneurship in E-Health** 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 certificate 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 Business Innovation and Entrepreneurship in E-Health**

Official Nº of Hours: **150 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

Business Innovation and Entrepreneurship in E-Health

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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