



Postgraduate Diploma Medical Administration and Clinical Unit Management

» Modality: online

» Duration: 6 months

» Certificate: TECH Global University

» Accreditation: 18 ECTS

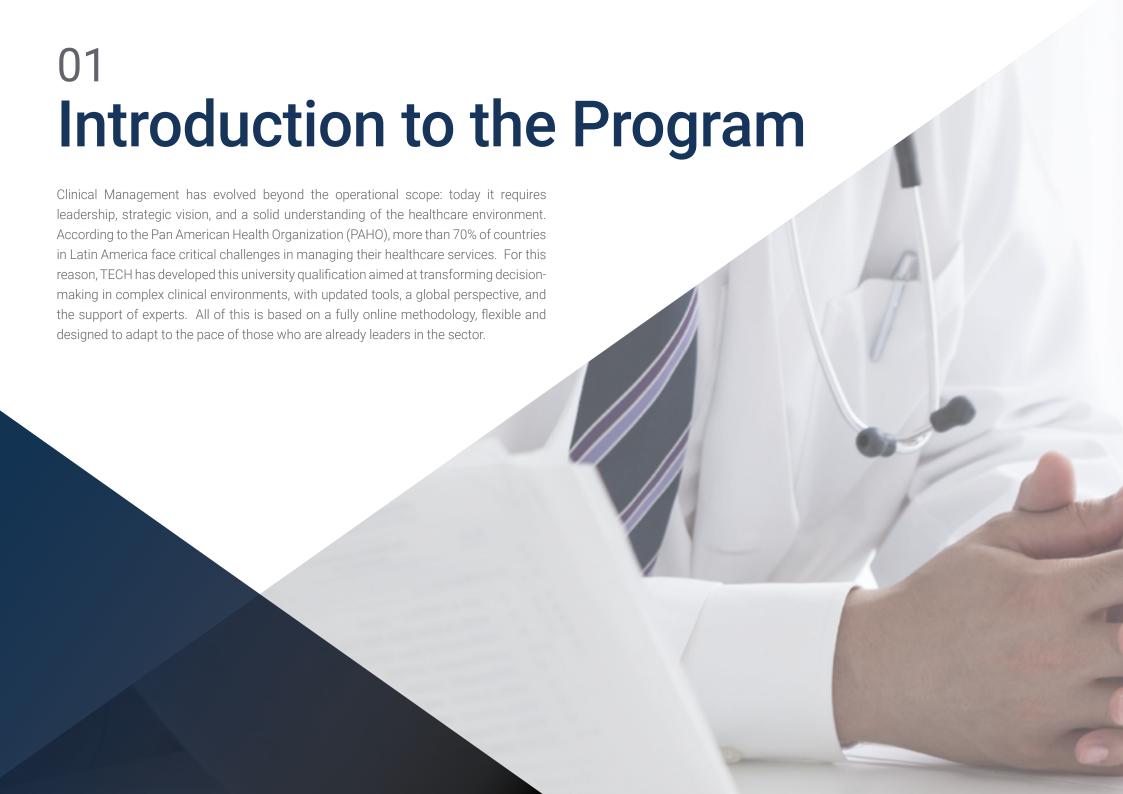
» Schedule: at your own pace

» Exams: online

We bsite: www.techtitute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-medical-administration-clinical-unit-management

Index

02 Introduction to the Program Why Study at TECH? p. 4 p. 8 05 03 Syllabus **Teaching Objectives Career Opportunities** p. 18 p. 12 p. 22 06 80 Study Methodology **Teaching Staff** Certificate p. 26 p. 36 p. 56





tech 06 | Introduction to the Program

Healthcare systems are going through a critical phase. This translates into prolonged waiting times, staff overload, and improper use of resources. In the midst of this reality, the role of leaders who can make informed decisions, manage multidisciplinary teams, and ensure quality care based on outcomes is of paramount importance.

Aware of this challenge, TECH has designed this Postgraduate Diploma in Medical Administration and Clinical Unit Management, aimed at transforming medical management from a comprehensive and modern perspective. Through a comprehensive curriculum, key topics such as clinical governance, strategic planning, service evaluation, and healthcare organizational models will be explored in depth. Additionally, the content will incorporate innovative management tools, economic analysis applied to clinical environments, and leadership techniques adapted to the current healthcare context.

Furthermore, the practical approach of this academic program will be enhanced through advanced digital resources, interactive clinical cases, and real hospital management simulations. All of this will be supported by an internationally recognized faculty, combining academic expertise and executive experience in top-tier medical institutions.

Thanks to the Relearning methodology, professionals will access a continuous, dynamic, and sustained updating process over time. From anywhere, at any time, they will be able to connect to the Virtual Campus and explore an immersive learning environment, full of audiovisual content, self-assessment exercises, and specialized readings based on scientific evidence. As an added value, International Guest Directors will share their strategic vision through exclusive Masterclasses, offering a global and up-to-date perspective on the management of clinical units across different healthcare systems worldwide.

This **Postgraduate Diploma in Medical Administration and Clinical Unit Management** contains the most complete and up-to-date university program on the market. Its most notable features are:

- The development of practical cases presented by Business 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 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



You will have access to exclusive
Masterclasses taught by International
Guest Directors, which will enrich
your professional perspective
to tackle the real challenges of
contemporary Clinical Management"

Introduction to the Program | 07 tech

66

By joining this university program, you will be better prepared to make clinical and organizational decisions based on data, social impact, and measurable outcomes"

The faculty includes professionals from the business sector, who bring their practical experience to this 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 an immersive learning experience designed to prepare for real-life situations.

This program is designed around Problem-Based Learning, whereby the student 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.

With the support of TECH, the world's largest online university, you will transform your medical experience into a solid, relevant, and internationally-oriented managerial career.

You will progress at your own pace in the Management and Administration of Clinical Units, in a 100% digital environment, with no fixed schedules and permanent access to updated resources and interactive content.







tech 10 | Why Study at TECH?

The world's best online university, according to FORBES

The prestigious Forbes magazine, specialized in business and finance, has highlighted TECH as "the best online university in the world" This is what they have recently stated in an article in their digital edition in which they echo the success story of this institution, "thanks to the academic offer it provides, the selection of its teaching staff, and an innovative learning method oriented to form the professionals of the future".

The best top international faculty

TECH's faculty is made up of more than 6,000 professors of the highest international prestige. Professors, researchers and top executives of multinational companies, including Isaiah Covington, performance coach of the Boston Celtics; Magda Romanska, principal investigator at Harvard MetaLAB; Ignacio Wistumba, chairman of the department of translational molecular pathology at MD Anderson Cancer Center; and D.W. Pine, creative director of TIME magazine, among others.

The world's largest online university

TECH is the world's largest online university. We are the largest educational institution, with the best and widest digital educational catalog, one hundred percent online and covering most areas of knowledge. We offer the largest selection of our own degrees and accredited online undergraduate and postgraduate degrees. In total, more than 14,000 university programs, in ten different languages, making us the largest educational institution in the world.



The most complete syllabus





World's
No.1
The World's largest
online university

The most complete syllabuses on the university scene

TECH offers the most complete syllabuses on the university scene, with programs that cover fundamental concepts and, at the same time, the main scientific advances in their specific scientific areas. In addition, these programs are continuously updated to guarantee students the academic vanguard and the most demanded professional skills. and the most in-demand professional competencies. In this way, the university's qualifications provide its graduates with a significant advantage to propel their careers to success.

A unique learning method

TECH is the first university to use Relearning in all its programs. This is the best online learning methodology, accredited with international teaching quality certifications, provided by prestigious educational agencies. In addition, this innovative academic model is complemented by the "Case Method", thereby configuring a unique online teaching strategy. Innovative teaching resources are also implemented, including detailed videos, infographics and interactive summaries.

The official online university of the NBA

TECH is the official online university of the NBA. Thanks to our agreement with the biggest league in basketball, we offer our students exclusive university programs, as well as a wide variety of educational resources focused on the business of the league and other areas of the sports industry. Each program is made up of a uniquely designed syllabus and features exceptional guest hosts: professionals with a distinguished sports background who will offer their expertise on the most relevant topics.

Leaders in employability

TECH has become the leading university in employability. Ninety-nine percent of its students obtain jobs in the academic field they have studied within one year of completing any of the university's programs. A similar number achieve immediate career enhancement. All this thanks to a study methodology that bases its effectiveness on the acquisition of practical skills, which are absolutely necessary for professional development.



Google Premier Partner

The American technology giant has awarded TECH the Google Premier Partner badge. This award, which is only available to 3% of the world's companies, highlights the efficient, flexible and tailored experience that this university provides to students. The recognition not only accredits the maximum rigor, performance and investment in TECH's digital infrastructures, but also places this university as one of the world's leading technology companies.

The top-rated university by its students

Students have positioned TECH as the world's toprated university on the main review websites, with a highest rating of 4.9 out of 5, obtained from more than 1,000 reviews. These results consolidate TECH as the benchmark university institution at an international level, reflecting the excellence and positive impact of its educational model.





tech 14 | Syllabus

Module 1. Planning and Control of Health Organizations

- 1.1. Stakeholders in the National Health System
 - 1.1.1. Sustainability of the National Health System
 - 1.1.2. Stakeholders in the Healthcare System
 - 1.1.3. The Taxpayer
 - 1.1.4. The Patient
 - 1.1.5. The Professional
 - 1.1.6. Purchasing Agency
 - 1.1.7. The Buyer
 - 1.1.8. The Manufacturing Institution
 - 1.1.9. Conflicts and Interests

Module 2. The Medical and Healthcare Division in the Health System

- 2.1. Classical Medical Management vs. Care Management
 - 2.1.1. Classic Medical Management
 - 2.1.2. Medical Healthcare Management
- 2.2. Management Information Systems and Electronic Medical Records
 - 2.2.1. Control Panels
 - 2.2.2. Electronic Medical Records
 - 2.2.3. Assisted Prescription Systems
 - 2.2.4. Other Useful Information Systems in Health Management
- 2.3. Continuity of Care: Integration of Primary Care, Hospital Care and Social Healthcare
 - 2.3.1. The Need for Healthcare Integration
 - 2.3.2. Integrated Health Organizations. Initial Bases
 - 2.3.3. Starting an Integrated Health Organization
- 2.4. Bioethics and Humanization in Medical Practice
 - 2.4.1. Current Status of Dehumanization in the Healthcare System
 - 2.4.2. Quality Management
 - 2.4.3. Humanizing Quality Management
 - 2.4.4. Humanization Programs



Syllabus | 15 tech

- 2.5. Medical and Healthcare Management: Relations with the Nursing Division
 - 2.5.1. Management Role
 - 2.5.2. Active Participation Management
 - 2.5.3. Management Objectives
 - 2.5.4. Regulation of the Relationship Between Medical Management and Executive Management
 - 2.5.5. Professional Management Systems
- Public Health, Health Promotion and Disease Prevention for Healthcare Directorates, Hospitals and Health Areas
 - 2.6.1. What is Public Health
 - 2.6.2. Health Promotion
 - 2.6.3. Disease Prevention
 - 2.6.4. Foreign or International Health
 - 2.6.5. The Challenges of Public Health
- 2.7. Transformation of the Healthcare Model. The Triple Objective
 - 2.7.1. Continuity of Healthcare Strategy
 - 2.7.2. Social Health Strategy
 - 2.7.3. Efficiency, Health and Patient Experience
 - Module 3. Managing Special and Hospitalization Services
- 3.1. Emergency Services Management
 - 3.1.1. Processes of Emergency Services
 - 3.1.2. Service Planning and Control
 - 3.1.3. Human Resources
 - 3.1.4. Teaching in the Emergency Department
- 3.2. UCI Management
 - 3.2.1. Intensive Care Definition
 - 3.2.2. ICU. Physical Structure
 - 3.2.3. Human Resource Allocation
 - 3.2.4. Material Resources: Technology and Equipment Monitoring
 - 3.2.5. ICU Without Walls and Innovation Models
 - 3.2.6. Safety Management in the ICU Zero Projects, Quality Indicators. Information Transfer
 - 3.2.7. Humanization in ICUs

- 3.3. Surgical Unit Management
 - 3.3.1. The Surgical Unit. Physical Structure, Organization and Channels
 - 3.3.2. Coordination of Operating Rooms. Surgical Performance and Operation Indicators Surgical Scheduling. Performance Improvement
 - 3.3.3. Calculation of Human Resources in a Surgical Department
 - 3.3.4. Material Resource Calculation: Surgical Block Sizing and Operation
 - 3.3.5. Safety Management in a Surgical Department. Surgical Checklist. Surgical Hand Washing
 - 3.3.6. Asepsis and Sterilization in Operating Rooms. Environmental Monitoring of the Operating Room
- 3.4. Management of Hospitalization Units
 - 3.4.1. What are Hospitalization Units
 - 3.4.2. Requirements of Hospitalization Units
 - 3.4.3. Importance of Leadership in the Hospitalization Units
 - 3.4.4. Human Resources, Continuing Education, Teaching and Research
 - 3.4.5. Patients and Companions
 - 3.4.6. Processes: Strategic, Operational and Structural
 - 3.4.7. Hospitalization Unit Indicators
 - 3.4.8. The Role of Primary Care and Other Healthcare Facilities
 - 3.4.9. Management by Objectives and Improvement
- 3.5. Other Units and Special Services
 - 3.5.1. Alternatives to Conventional Hospitalization: Day Hospital (DH)
 - 3.5.2. Alternatives to Conventional Hospitalization: Day Hospital Units Integrated in Other Units
 - 3.5.3. Alternatives to Conventional Hospitalization: Home Hospitalization
 - 3.5.4. Alternatives to Conventional Hospitalization: Short-Stay Units

tech 16 | Syllabus

Module 4. Management of Central Services

- 4.1. Admissions and Clinical Documentation Services
 - 4.1.1. Admissions and Clinical Documentation Services
 - 4.1.2. Bed Management
 - 4.1.3. Medical Record Archive
 - 4.1.4. Digitization and Indexation
 - 4.1.5. Metadata Definition
- 4.2. Management of Radiodiagnostic Services
 - 4.2.1. Radiology Service Definition
 - 4.2.2. Structure and Organization of the Diagnostic Radiology Service
 - 4.2.3. Radiological Information Systems (RIS)
 - 4.2.4. Radiological Request Circuit
 - 4.2.5. Patients' Rights
 - 4.2.6. Teleradiology
- 4.3. Laboratory Management
 - 4.3.1. Pre-Analytical Phase
 - 4.3.2. The Analytical Phase
 - 4.3.3. Pre-Analytical Phase
 - 4.3.4. Point-Of-Care Testing (POCT)
- 4.4. Hospital and Primary Care Pharmacy Management
 - 4.4.1. Planning and Organization of Pharmacy Services: Physical Structure, Organization and Channels
 - 4.4.2. Human and Material Resources. Different Competencies and Functions
 - 4.4.3. Procurement Management and Pharmacotherapy Management Process
 - 4.4.4. Hospital Dispensing Systems: Plant Stock, Unit Dose, Automated Systems
 - 4.4.5. Sterile Medication Preparation Area: Hazardous and Non-Hazardous
 - 4.4.6. Pharmaceutical Care to Outpatients and Ambulatory Patients
 - 4.4.7. Primary Care Pharmacy and Healthcare Coordination in Pharmacotherapy

- 4.5. Hospitality, Complementary and Volunteer Services Management
 - 4.5.1. Hospital Food
 - 4.5.2. Linen Service
 - 4.5.3. Hospital Volunteering

Module 5. Management of Transversal and Primary Services

- 5.1. Primary Healthcare
 - 5.1.1. Primary Healthcare Resolution Capacity
 - 5.1.2. Community Care: Health Programs
 - 5.1.3. Emergency and Continuous Care. PAC Model and Special Emergency Services Model
- 5.2. Complex-Chronic Patient Management
 - 5.2.1. Chronicity Care Models
 - 5.2.2. From the Strategy for Chronic Care to Chronic Patient Management
 - 5.2.3. Chronicity and Social Healthcare
- 5.3. Experiences in Patient Empowerment: The Active Patient, Patient School
 - 5.3.1. Patient Empowerment and Nursing Input
 - 5.3.2. Peer Support
 - 5.3.3. Self-Care and Self-Care Support
 - 5.3.4. Health Education and Self-Management Education
 - 5.3.5. Self-Management Programs. Characteristics
 - 5.3.6. Self-Management Programs. International Experiences





- 6.1. Outpatient Services Management: Day Hospitals and Outpatient Clinics
 - 6.1.1. Organization and Operation of the Day Hospital
 - 6.1.2. Oncohematology Day Hospital Management
 - 6.1.3. Organization and Management of Outpatient Clinics
- 6.2. Out-of-Hospital Emergencies Management
 - 6.2.1. Historical Evolution
 - 6.2.2. Emergency Coordination Centers
 - 6.2.3. Human Resources and Skills. Team Involved
 - 6.2.4. Coordination With the Rest of the Care Network Structures
 - 6.2.5. Emergency Quality Indicators
 - 6.2.6. Planning for Disasters. Managing a Disaster
- 6.3. Home Care: Models
 - 6.3.1. Home Hospitalization Types and Concepts
 - 6.3.2. Criteria for Patient Selection
 - 6.3.3. Calculating and Managing Human and Material Resources
 - 6.3.4. Palliative Care at Home. Techniques and Patient Selection
 - 6.3.5. Family Support and Bereavement Management
 - 6.3.6. Managing Primary Caregiver Overload. Family Claudication
- 6.4. Mental Health, Addictive Behavior and Social Work
 - 6.4.1. Introduction to Mental Health
 - 6.4.2. Comprehensive Care
 - 6.4.3. Diagnostic and Therapeutic Techniques and Procedures Common to All Devices
 - 6.4.4. Transversality and Continuity of Care in the Healthcare Setting
 - 6.4.5. Social Work





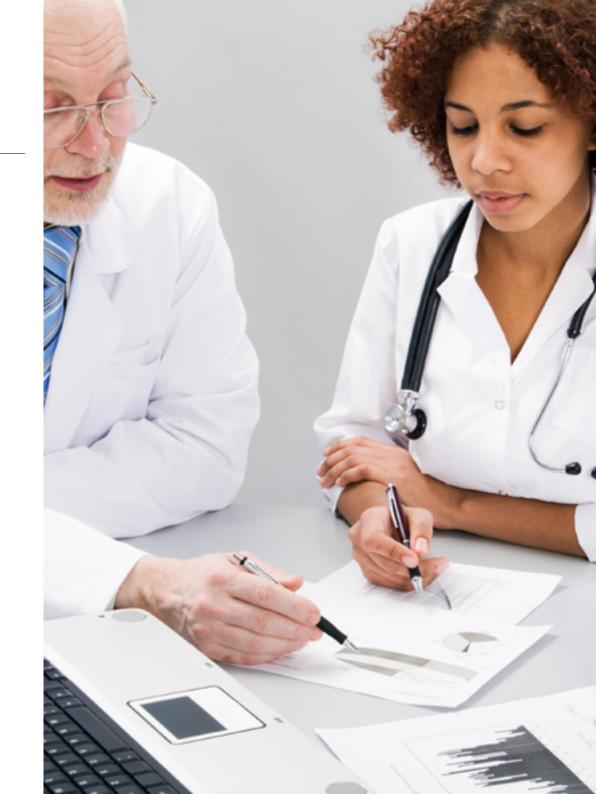


tech 20 | Teaching Objectives



General Objectives

- Develop strategic competencies to lead healthcare organizations
- Manage clinical, human, and financial resources of the healthcare system effectively
- Implement clinical management models based on efficiency and sustainability
- Design and interpret quality and health outcomes indicators
- Apply medical leadership principles in complex healthcare contexts
- Formulate strategies for continuous improvement in healthcare delivery
- Assess the economic viability of clinical programs and services
- Lead multidisciplinary teams with an organizational vision and a humanistic approach
- Optimize clinical decision-making using business intelligence tools
- Incorporate technological innovation into healthcare and managerial practice
- Develop action plans in public health, prevention, and promotion
- Coordinate healthcare services from an integrated and intersectoral approach
- Analyze and apply legal and ethical frameworks in healthcare management
- Supervise accreditation and certification processes in healthcare organizations
- Promote an organizational culture focused on clinical leadership
- Manage healthcare crises through effective communication and response strategies
- Apply negotiation and conflict resolution techniques in healthcare settings
- Design talent management and professional development policies in healthcare institutions
- Integrate the patient perspective into service planning and management
- Evaluate the impact of strategic decisions on healthcare quality





Specific Objectives

Module 1. Planning and Control of Health Organizations

- Develop strategic plans to optimize resources in healthcare organizations
- Apply control tools to ensure quality and the achievement of institutional objectives

Module 2. Medical and Healthcare Management Department in the Health System

- Analyze the structure and functions of the medical division within the healthcare system
- Manage the relationship between medical units and care services to improve patient care

Module 3. Managing Special and Hospitalization Services

- Optimize management processes in special services and hospitalization to improve efficiency and care
- Develop continuous improvement plans for hospital services, ensuring quality care

Module 4. Management of Central Services

- Implement efficient management systems for the central services of healthcare institutions
- Supervise and coordinate central service processes to ensure the achievement of institutional objectives

Module 5. Management of Transversal and Primary Services

- Develop management strategies for primary services that enhance access and continuity of care
- Improve coordination between transversal and primary services for comprehensive care

Module 6. Management of Outpatient Services

- Implement strategies to optimize outpatient services, reducing wait times and costs
- Improve operational efficiency in outpatient services through the use of management technologies



You will deepen your knowledge in strategic planning, quality control, and the management of multidisciplinary teams, elevating your professional profile to the highest level"





tech 24 | Career Opportunities

Graduate Profile

Graduates will become professionals with critical thinking, strategic vision, and a solid mastery of management tools adapted to the current clinical environment. They will be prepared to make data-driven decisions, lead multidisciplinary teams, and design effective solutions to the challenges faced by healthcare organizations. Moreover, their profile will combine technical, human, and managerial skills, with a focus on the continuous improvement of care. Additionally, this Postgraduate Diploma will provide deep knowledge of the legal, ethical, and economic framework regulating medical practice, positioning graduates as reliable and up-to-date experts at any level of the healthcare system.

You will develop a solid professional profile with a comprehensive vision of clinical management. Are you ready to make decisions in dynamic and challenging environments?

- Strategic Management in Clinical Environments: Lead care units focused on results, quality, and sustainability
- Healthcare Resource Management: Master tools for optimizing the use of human, material, and financial resources in clinical settings
- Leadership of Multidisciplinary Teams: Coordinate professionals from different areas with effectiveness, communication, and cohesion
- Innovation and Organizational Transformation: Drive structural changes through technological solutions and disruptive approaches



After completing this university program, you will be able to apply your knowledge and skills in the following positions:

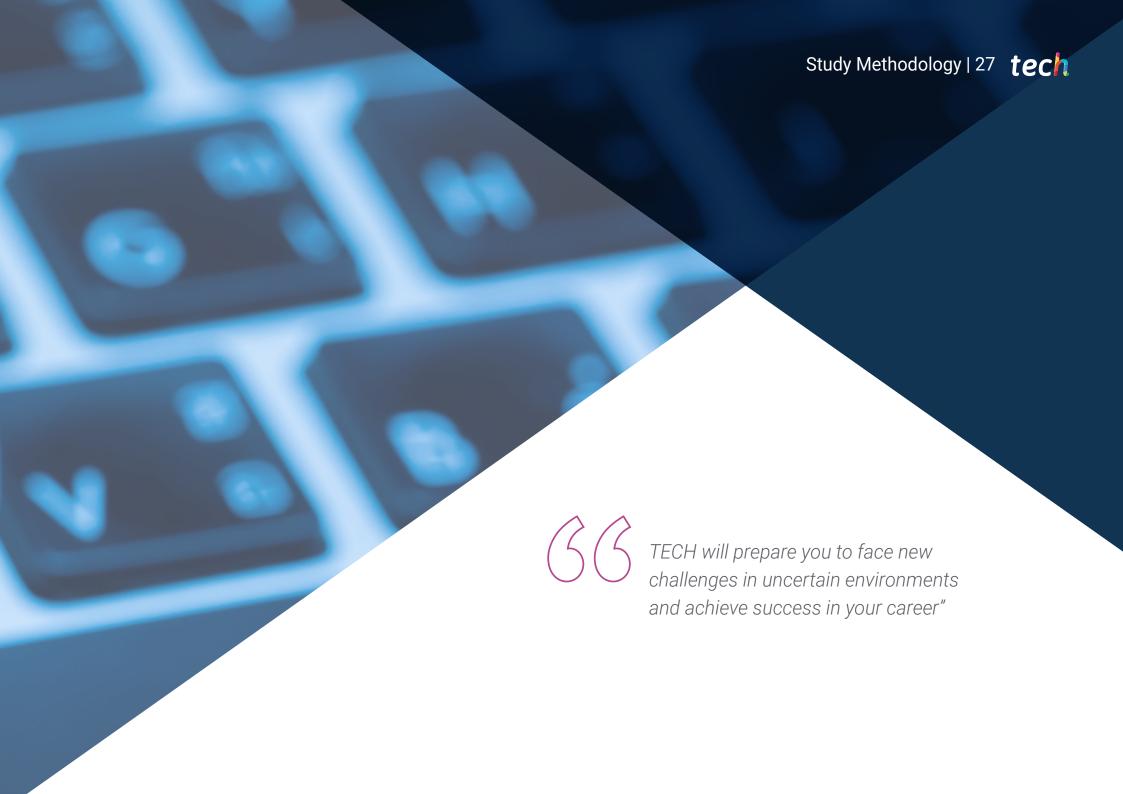
- **1. Medical Director:** Responsible for coordinating clinical care in hospitals and healthcare centers, ensuring the quality, safety, and efficiency of healthcare services
- 2. Manager of Specialized Clinical Units: In charge of planning, supervising, and optimizing the functioning of areas such as emergency, intensive care, or primary care
- **3. Healthcare Project Coordinator:** Professional who leads improvement initiatives in healthcare institutions, focused on operational efficiency, digital transformation, or patient-centered care
- **4. Hospital Management Consultant:** External advisor for hospitals or clinics requiring process redesign, governance model implementation, or quality indicator improvement
- **5. Patient Quality and Safety Officer:** Responsible for implementing and overseeing continuous improvement programs, risk reduction, and regulatory compliance
- **6. Healthcare Planning Director:** Professional who designs institutional strategies, analyzes care demand, and aligns available resources with organizational objectives
- **7. Chief of Medical-Administrative Coordination:** Bridge between clinical and administrative areas, optimizing workflows and ensuring decision consistency

- **8. Clinical Management Evaluation and Control Officer:** Specialized in analyzing the performance and productivity of medical units, applying efficiency and quality indicators
- 9. Leader of Innovation in Healthcare Services: Professional who drives organizational transformation through digital tools, innovative processes, and disruptive models
- **10. Public Health Policy Advisor:** Collaborates with governmental or private entities to design, analyze, and implement policies that improve healthcare systems



Are you looking to become a professional capable of linking medical practice with strategic management? At TECH, you can achieve this in just 6 months, aligning healthcare objectives with concrete results"



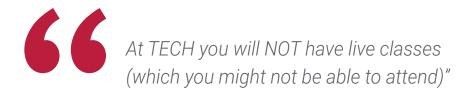


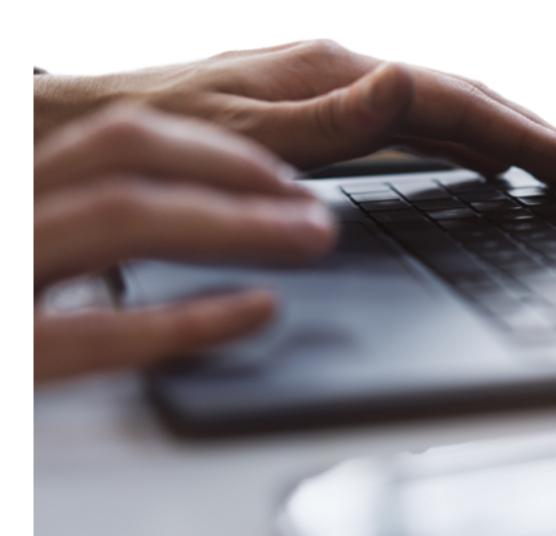
The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.

The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.







The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.



TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want"

tech 30 | Study Methodology

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.



Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

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.



tech 32 | Study Methodology

A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.



The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule"

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 assess 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.



The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.



tech 34 | Study Methodology

As such, the best educational materials, thoroughly prepared, will be available in this program:



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.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.



Practicing Skills and Abilities

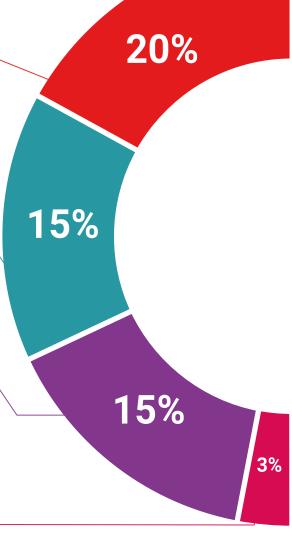
You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.



Interactive Summaries

We present 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, international guides... In our virtual library you will have access to everything you need to complete your education.

Case Studies

Students will complete a selection of the best case studies in the field. Cases that are presented, analyzed, and supervised by the best specialists in the world.

Testing & Retesting



We periodically assess and re-assess your knowledge throughout the program. We do this on 3 of the 4 levels of Miller's Pyramid.

Classes



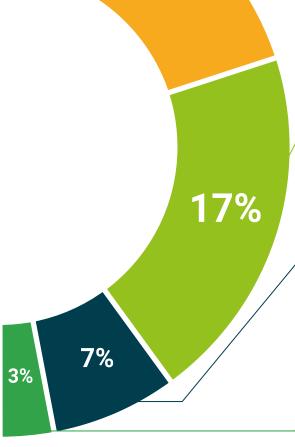
There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an expert strengthens knowledge and memory, and generates confidence for future difficult decisions.

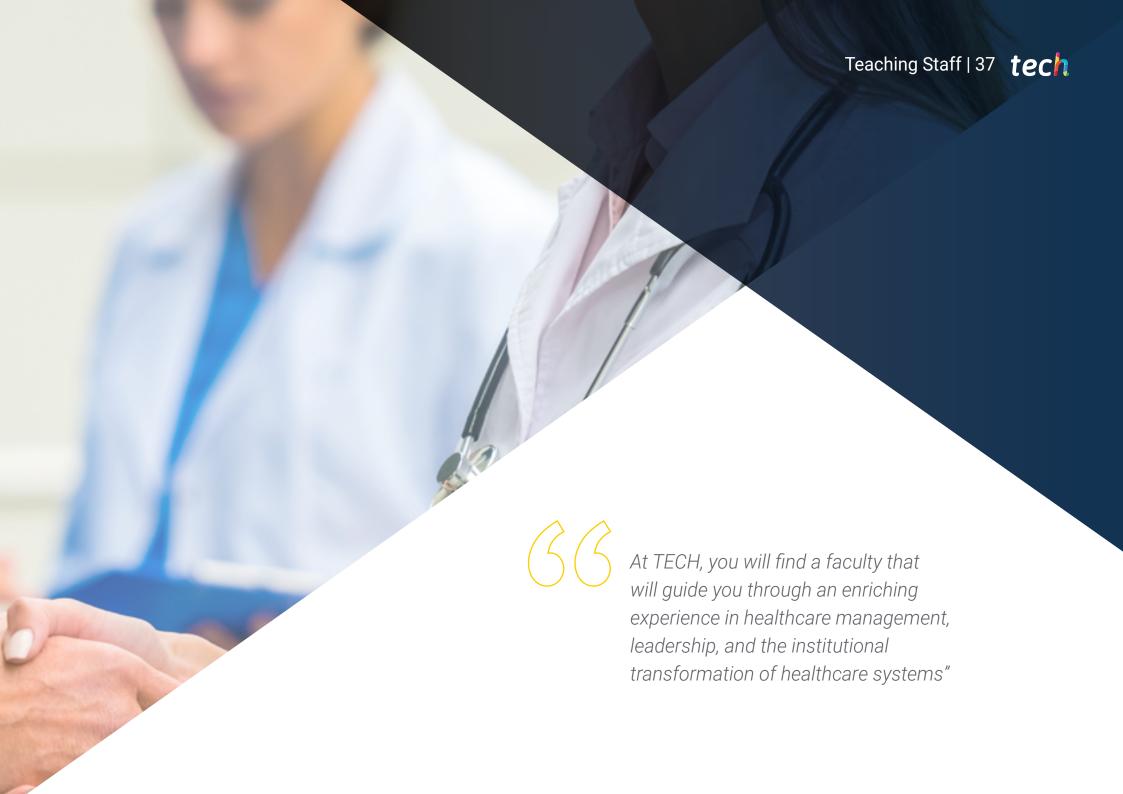
Quick Action Guides



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.







Pauline Maisani is a leading professional in the field of clinical management and medical direction. As a specialist in the improvement of quality and safety in health services, her career has focused on the implementation of strategic projects and health planning. In addition, her interests include the financial management of hospital institutions, as well as the planning and development of continuous improvement strategies in healthcare.

Throughout her career, she has held important positions in institutions in France and Canada. In fact, she has been Deputy General Director at the Pitié-Salpêtrière Hospital, where she has led key initiatives in healthcare improvement and resource management. She has also served as Director of Strategic Planning at the University of Montreal Hospital Centre, where she has overseen the implementation of major projects and the optimization of hospital services. She has also rendered great service to the Paris Public Assistance and University Hospitals, working as Head of the Health Care Quality and Safety Department at their headquarters, as well as Deputy Director of Finance and Medical Affairs.

Internationally, she has been recognized for her leadership skills and her ability to manage complex projects in the hospital sector. In this respect, her work in different countries and her collaboration with multidisciplinary teams have earned her a reputation as an expert in healthcare management. Pauline Maisani has contributed to several publications and studies on hospital management and strategic planning in health systems.

Her innovative approach and commitment to excellence have earned her the respect of her colleagues and recognition within the **healthcare sector**.



Ms. Maisani, Pauline

- Deputy General Manager at the Pitié-Salpêtrière Hospital, Paris, France
- Director at the University Hospitals of Beaujon and Bichat Claude Bernard
- Deputy General Manager at the Paris Nord Val de Seine Hospital Group
- Head of the Health Care Quality and Safety Department at the Public Assistance Headquarters - Paris Hospitals
- Director of Strategic Planning, University of Montreal Hospital Center, Canada
- Deputy Director of Finance and Medical Affairs at the Public Assistance Headquarters - Paris Hospitals
- Vice Director of the Strategic Analysis Unit at the University Hospital of Lille
- Trained in Hospital Management and Administration of Hospital and Health Care Facilities at the School of Advanced Studies in Public Health (EHESP)

- Master's Degree in European Affairs and Policies from the University of Sussex
- Bachelor's Degree in Political Science and Government from Sciences Po



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With over 20 years of experience in designing and leading global talent acquisition teams,

Jennifer Dove is an expert in recruitment and technology strategy. Throughout her career, she
has held senior positions in several technology organizations within *Fortune 50* companies such
as NBCUniversal and Comcast. Her background has allowed her to excel in competitive, highgrowth environments.

As Vice President of Talent Acquisition at Mastercard she is responsible for overseeing talent onboarding strategy and execution, collaborating with business leaders and Human Resources Managers to meet operational and strategic hiring objectives. In particular, she aims to build diverse, inclusive and high-performing teams that drive innovation and growth of the company's products and services. In addition, she is adept at using tools to attract and retain the best people from around the world. She is also responsible for amplifying Mastercard's employer brand and value proposition through publications, events and social media.

Jennifer Dove has demonstrated her commitment to continuous professional development by actively participating in networks of Human Resources professionals and contributing to the onboarding of numerous employees at different companies. After earning her bachelor's degree in Organizational Communicationfrom the University of Miami, she has held management positions in recruitment for companies in various areas.

On the other hand, she has been recognized for her ability to lead organizational transformations, integrate technologies in recruitment processes and develop leadership programs that prepare institutions for future challenges. She has also successfully implemented occupational wellness programs that have significantly increased employee satisfaction and retention.



Ms. Dove, Jennifer

- Vice President of Talent Acquisition at Mastercard, New York, United States
- Director of Talent Acquisition at NBCUniversal, New York, USA
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory
- Executive Vice President of the Sales Division at Ardor NY Real Estate
- Director of Recruitment at Valerie August & Associates
- Account Executive at BNC
- Account Executive at Vault
- Degree in Organizational Communication from the University of Miami



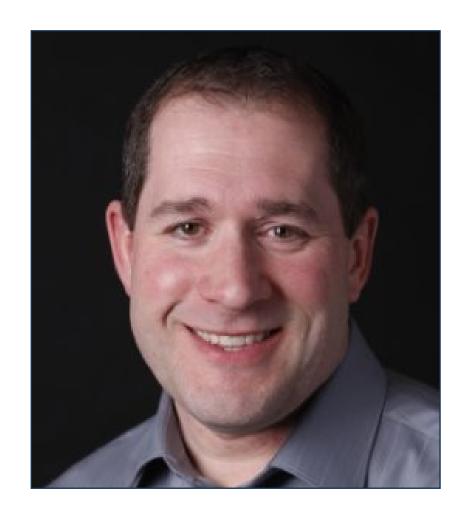
TECH boasts a distinguished and specialized group of International Guest Directors, with significant leadership roles in the most cutting-edge companies in the global market"



A technology leader with decades of experience in major technology multinationals, Rick Gauthier has developed prominently in the field of cloud services and end-to-end process improvement. He has been recognized as a leader and manager of highly efficient teams, showing a natural talent for ensuring a high level of engagement among his employees.

He possesses innate gifts in strategy and executive innovation, developing new ideas and backing his success with quality data. His background at **Amazon** has allowed him to manage and integrate the company's IT services in the United States. At **Microsoft** he led a team of 104 people, responsible for providing corporate-wide IT infrastructure and supporting product engineering departments across the company.

This experience has allowed him to stand out as a high-impact manager with remarkable abilities to increase efficiency, productivity and overall customer satisfaction.



Mr. Gauthier, Rick

- Regional IT Director at Amazon, Seattle, United States
- Senior Program Manager at Amazon
- Vice President of Wimmer Solutions
- Senior Director of Productive Engineering Services at Microsoft
- Degree in Cybersecurity from Western Governors University
- Technical Certificate in Commercial Diving from Divers Institute of Technology
- Degree in Environmental Studies from The Evergreen State College



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Romi Arman is a renowned international expert with more than two decades of experience in **Digital Transformation**, **Marketing**, **Strategy** and **Consulting**. Through that extended trajectory, he has taken different risks and is a permanent **advocate** for **innovation** and **change** in the business environment. With that expertise, he has collaborated with CEOs and corporate organizations from all over the world, pushing them to move away from traditional business models. In this way, he has helped companies such as Shell Energy become **true market leaders**, focused on their **customers** and the **digital world**.

The strategies designed by Arman have a latent impact, as they have enabled several corporations to improve the experiences of consumers, staff and shareholders alike. The success of this expert is quantifiable through tangible metrics such as CSAT, employee engagement in the institutions where he has practiced and the growth of the EBITDA financial indicator in each of them.

Also, in his professional career, he has nurtured and **led high-performance teams** that have even received awards for their **transformational potential**. With Shell, specifically, the executive has always set out to overcome three challenges: meeting **customers**' complex **decarbonization** demands **supporting** a "**cost-effective decarbonization**" and **overhauling** a fragmented **data**, **digital and technology** landscape. Therefore, his efforts have shown that in order to achieve sustainable success, it is essential to start from the needs of consumers and lay the foundations for the transformation of processes, data, technology and culture.

In addition, the executive stands out for his mastery of the business applications of Artificial Intelligence, a subject in which he holds a postgraduate degree from the London Business School. At the same time, he has accumulated experience in IoT and Salesforce.



Mr. Arman, Romi

- Digital Transformation Director (CDO) at Shell Energy Corporation, London, UK
- Global Director of E-Commerce and Customer Service at Shell Energy Corporation
- National Key Account Manager (OEM and automotive retailers) for Shell in Kuala Lumpur, Malaysia
- Senior Management Consultant (Financial Services Sector) for Accenture based in Singapore
- Bachelor's Degree from the University of Leeds
- Postgraduate Degree in Business Applications of Al for Senior Executives from the London Business School
- CCXP Customer Experience Professional Certification
- Executive Digital Transformation Course by IMD



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Manuel Arens is an **experienced data management professional** and leader of a highly qualified team. In fact, Arens holds the position of **global purchasing manager** in Google's Technical Infrastructure and Data Center division, where he has spent most of his professional career. Based in Mountain View, California, he has provided solutions for the tech giant's operational challenges, such as master **data integrity**, **vendor data updates** and **vendor** prioritization. He has led data center supply chain planning and vendor risk assessment, generating improvements in vendor risk assessment, resulting in process improvements and workflow management that have resulted in significant cost savings.

With more than a decade of work providing digital solutions and leadership for companies in diverse industries, he has extensive experience in all aspects of strategic solution delivery, including Marketing, media analytics, measurement and attribution. In fact, he has received a number of accolades for his work, including the BIM Leadership Award, the Search Leadership Award, the Lead Generation Export Program Award and the Export Lead Generation Program Award and the EMEA Best Sales Model Award.

Arens also served as Sales Manager in Dublin, Ireland. In this role, he built a team of 4 to 14 members over three years and led the sales team to achieve results and collaborate well with each other and cross-functional teams. He also served as Senior Industry Analyst, in Hamburg, Germany, creating storylines for over 150 clients using internal and third party tools to support analysis. He developed and wrote in-depth reports to demonstrate his mastery of the subject matter, including understanding the macroeconomic and political/regulatory factors affecting technology adoption and diffusion.

He has also led teams at companies such as Eaton, Airbus and Siemens, where he gained valuable account management and supply chain experience. He is particularly noted for continually exceeding expectations by building valuable customer relationships and working seamlessly with people at all levels of an organization, including stakeholders, management, team members and customers. His data-driven approach and ability to develop innovative and scalable solutions to industry challenges have made him a prominent leader in his field.



Mr. Arens, Manuel

- Global Procurement Manager at Google, Mountain View, United States
- Senior Manager, B2B Analytics and Technology, Google, United States
- Sales Director at Google, Ireland
- Senior Industry Analyst at Google, Germany
- Accounts Manager at Google, Ireland
- Accounts Payable at Eaton, United Kingdom
- Supply Chain Manager at Airbus, Germany



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Andrea La Sala is an experienced Marketing executive whose projects have had a significant impact on the Fashion environment. Throughout his successful career he has developed different tasks related to Product, Merchandising and Communication. All of this linked to prestigious brands such as Giorgio Armani, Dolce&Gabbana, Calvin Klein, among others.

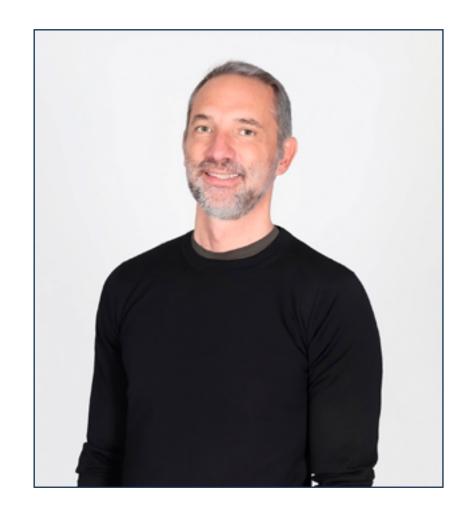
The results of this high-profile international executive have been linked to his proven ability to synthesize information in clear frameworks and execute concrete actions aligned to specific business objectives. In addition, he is recognized for his proactivity and adaptability to fast-paced work rhythms. To all this, this expert adds a strong commercial awareness,, market vision and a genuine passion for products.

As Global Brand and Merchandising Director at Giorgio Armani, he has overseen a variety of Marketing strategies for apparel and accessories. His tactics have also focused on the retail environment and consumer needs and behavior. In this role, La Sala has also been responsible for shaping the commercialization of products in different markets, acting as team leader in the Design, Communication and Sales departments..

Furthermore, in companies such as **Calvin Klein** or **Gruppo Coin**, he has undertaken projects to boost the **structure**, and **development** of **different collections**. In turn, he has been in charge of creating **effective calendars** for buying and selling **campaigns**.

He has also been in charge of the **terms**, **costs**, **processes** and **delivery times** of different operations.

These experiences have made Andrea La Sala one of the main and most qualified **corporate leaders** in **Fashion** and **Luxury**. A high managerial capacity with which he has managed to effectively **implement the positive positioning** of **different brands** and redefine their key performance indicators (KPIs).



Mr. La Sala, Andrea

- Global Brand & Merchandising Director of Armani Exchange at Giorgio Armani, Milan, Italy
- Merchandising Director at Calvin Klein
- Brand Manager at Gruppo Coin
- Brand Manager at Dolce&Gabbana
- Brand Manager at Sergio Tacchini S.p.A.
- Market Analyst at Fastweb
- Degree in Business and Economics from the University of Eastern Piedmont



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Mick Gram is synonymous with innovation and excellence in the field of **Business Intelligence** internationally. His successful career is linked to leadership positions in multinationals such as **Walmart** and **Red Bull**. Likewise, this expert stands out for his vision to **identify emerging technologies** that, in the long term, achieve an everlasting impact in the corporate environment.

On the other hand, the executive is considered a **pioneer** in the **use of data visualization techniques** that simplified complex sets, making them accessible and facilitating decision-making. This ability became the pillar of his professional profile, transforming him into a desired asset for many organizations that bet on **gathering information** and **generating concrete actions** from them.

One of his most outstanding projects in recent years has been the Walmart Data Café platform, the largest of its kind in the world that is anchored in the cloud aimed at *Big Data* analysis. In addition, he has held the position of Director of *Business Intelligence* at Red Bull, covering areas such as Sales, Distribution, Marketing and Supply Chain Operations. His team was recently recognized for its constant innovation regarding the use of Walmart Luminate's new API for Shopper and Channel insights.

As for his training, the executive has several Masters and postgraduate studies at prestigious centers such as the **University of Berkeley**,in the United States, and the **University of Copenhagen**, in Denmark. Through this continuous updating, the expert has attained cutting-edge skill. Because of this, he has come to be considered a **born leader** of the **new global economy**, centered on the drive for data and its infinite possibilities.



Mr. Gram, Mick

- Director of Business Intelligence and Analytics at Red Bull, Los Angeles, United States
- Business Intelligence Solutions Architect for Walmart Data Café
- Independent Business Intelligence and Data Science Consultant
- Director of Business Intelligence at Capgemini
- Chief Analyst at Nordea
- Senior Business Intelligence Consultant at SAS
- Executive Education in Al and Machine Learning at UC Berkeley College of Engineering
- Executive MBA in e-Commerce at the University of Copenhagen
- Bachelor's and Master's Degree in Mathematics and Statistics at the University of Copenhagen



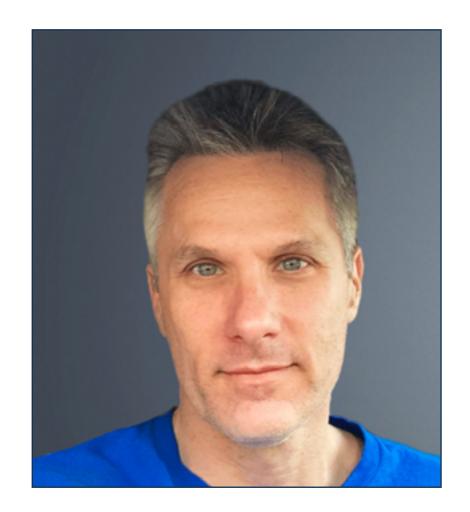
Study at the world's best online university according to Forbes! In this MBA you will have access to an extensive library of multimedia resources, developed by internationally renowned professors"

Scott Stevenson is a distinguished expert in the Digital Marketing sector who, for more than 19 years, has been linked to one of the most powerful companies in the entertainment industry, Warner Bros. Discovery. In this role, he has played a fundamental role in overseeing logistics and creative workflows across various digital platforms, including social media, search, display and linear media.

This executive's leadership has been crucial in driving in **production strategies** in **paid media**, resulting in a **marked improvement** which has resulted in **company's conversion** rates. At the same time, he has assumed other roles, such as Director of Marketing Services and Traffic Manager at the same multinational during his former management.

Stevenson has also been involved in the global distribution of video games and digital property campaigns. He was also responsible for introducing operational strategies related to the formation, completion and delivery of sound and image content for television commercials and trailers.

In addition, he holds a Bachelor's degree in Telecommunications from the University of Florida and a Master's Degree in Creative Writing from the University of California, which demonstrates his proficiency in **communication** and **storytelling**.. In addition, he has participated at Harvard University's School of Professional Development in cutting-edge programs on the use of **Artificial Intelligence** in **business**. Therefore, his professional profile stands as one of the most relevant in the current field of **Marketing** and **Digital Media**.



Mr. Stevenson, Scott

- Director of Digital Marketing at Warner Bros. Discovery, Burbank, United States
- Traffic Manager at Warner Bros. Entertainment
- Master's Degree in Creative Writing from the University of California
- Bachelor's Degree in Telecommunications from the University of Florida



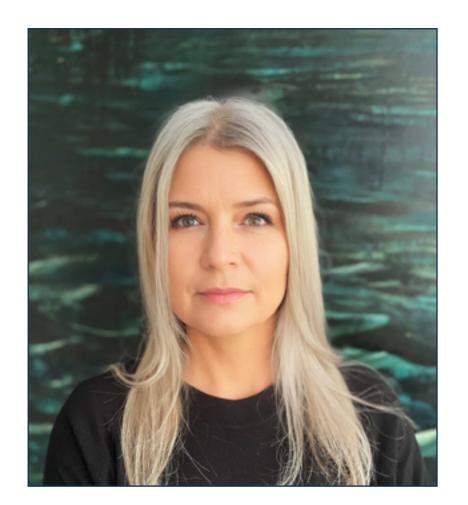
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Awarded with the "International Content Marketing Awards" for her creativity, leadership and quality of her informative contents, Wendy Thole-Muir is a recognized **Communication Director** highly specialized in the field of **Reputation Management**.

In this sense, she has developed a solid professional career of more than two decades in this field, which has led her to be part of prestigious international reference entities such as Coca-Cola. Her role involves the supervision and management of corporate communication, as well as the control of the organizational image. Among her main contributions, she has led the implementation of the Yammer internal interaction platform. Thanks to this, employees increased their commitment to the brand and created a community that significantly improved the transmission of information.

On the other hand, she has been in charge of managing the communication of the companies' strategic investments in different African countries. An example of this is that she has managed dialogues around significant investments in Kenya, demonstrating the commitment of the entities to the economic and social development of the country. At the same time, she has achieved numerous recognitions for her ability to manage the perception of the firms in all the markets in which it operates. In this way, she has ensured that companies maintain a high profile and consumers associate them with high quality.

In addition, in her firm commitment to excellence, she has actively participated in renowned global **Congresses and Symposiums** with the objective of helping information professionals to stay at the forefront of the most sophisticated techniques to **develop successful strategic communication plans**. In this way, she has helped numerous experts to anticipate institutional crisis situations and to manage adverse events in an effective manner.



Ms. Thole-Muir, Wendy

- Director of Strategic Communications and Corporate Reputation at Coca-Cola, South Africa
- Head of Corporate Reputation and Communications at ABI at SABMiller de Lovania, Belgium
- Communications Consultant at ABI, Belgium
- Reputation and Communications Consultant at Third Door in Gauteng, South Africa
- Master's Degree in Social Behavioral Studies, University of South Africa
- Master's Degree in Sociology and Psychology, University of South Africa
- Bachelor of Arts in Political Science and Industrial Sociology from the University
 of KwaZulu-Natal, South Africa
- Bachelor of Arts in Psychology from the University of South Africa



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Modality: online

Duration: 6 months

Accreditation: 18 ECTS



Postgraduate Diploma in Medical Administration and Clinical Unit Management

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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



^{*}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.

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- » Exams: online

