Postgraduate Diploma

Medical Administration and Health Services Management

tech global university

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Postgraduate Diploma
Medical Administration and Health Services Management

» Modality: **online**
» Duration: **6 months**
» Certificate: **TECH Global University**
» Accreditation: **18 ECTS**
» Schedule: **at your own pace**
» Exams: **online**

Website: **www.techtitute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-medical-administration-health-services-management**

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01
Introduction to the Program

Efficient management of health services has become the strategic focus for ensuring sustainable, equitable, and patient-centered systems. In this context, the role of Medical Administration is gaining increasing relevance, demanding a comprehensive vision that combines clinical excellence, leadership, and mastery of management tools. Globally, healthcare institutions are driving more flexible, results-oriented organizational models supported by technology. Therefore, this university program from TECH has been created in response to this paradigm shift. Its entirely online design will enable the acquisition of key management competencies, with a practical and up-to-date approach. In this way, professionals will advance efficiently in the healthcare field with impact and rigor.

This university qualification will connect you with the major challenges of today's healthcare sector, from digital transformation to excellence in Medical Administration"

The transformation of healthcare systems worldwide has highlighted the need for more agile, sustainable structures focused on clinical and organizational efficiency. This process requires professionals with a strategic perspective, capable of making informed decisions, leading multidisciplinary teams, and ensuring quality care in complex environments. In this context, the role of those in Medical Administration is being redefined as crucial in shaping institutional policies, optimizing resources, and implementing integrated care models.

For this reason, TECH has designed this Postgraduate Diploma in Medical Administration and Health Services Management as a direct response to the new challenges in healthcare management. It is an academic pathway that will provide a global and practical perspective on the main clinical management mechanisms, service planning, evaluation, and quality indicators management. In addition, areas such as bioethics, patient safety, leadership, healthcare regulation, and digital transformation will be addressed, offering a comprehensive approach aimed at decision-making with impact.

With a 100% online methodology, this university qualification will adapt to the dynamics of business professionals interested in the healthcare sector, allowing them to advance with autonomy and flexibility. The content will be permanently available through the innovative Virtual Campus, with the option to download it for offline consultation. Furthermore, the Relearning method, based on the intelligent repetition of concepts, will naturally and progressively enhance knowledge retention, avoiding long and monotonous hours of memorization.

As an exclusive benefit from TECH, professionals will have access to disruptive Masterclasses taught by high-level International Guest Directors. These lessons will help strengthen their professional profile, expand their managerial capabilities, and position them more solidly in an increasingly competitive and demanding sector.

This **Postgraduate Diploma in Medical Administration and Health Services 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 a series of Masterclasses taught by internationally renowned experts, designed to strengthen your competencies in leadership, critical thinking, global vision, and effective local action"

You will progress without fixed schedules, with content available 24/7 and the flexibility required by the life of a healthcare professional.

You will train at your own pace, from anywhere, with the support of experts actively working in the healthcare sector and with a methodology tailored to your needs.

"

With TECH's innovative Relearning system, you will naturally assimilate key concepts, applying them from the very first moment in your professional environment.

The faculty includes professionals from the business field, who bring their practical experience to this program, as well as recognized 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.

Why Study at TECH?

TECH is the world's largest online university. With an impressive catalog of more than 14,000 university programs, available in 11 languages, it is positioned as a leader in employability, with a 99% job placement rate. In addition, it has a huge faculty of more than 6,000 professors of the highest international prestige.

Study at the largest online university in the world and ensure your professional success. The future begins 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.

Forbes
The best online university in the world

The most complete **syllabus**

TOP international faculty

The most effective methodology

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.

G
Google Partner

PREMIER 2025

The Official Online University of the **NBA**

4.9/5
★★★★★
★ global score

99%
maximun employability guaranteed

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 top-rated 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.

03
Syllabus

Managing with a strategic vision is now an unavoidable necessity in the healthcare field. Through a carefully designed curriculum, this academic experience will emphasize the structural dynamics of healthcare organizations, team leadership with a human-centered approach, and the application of economic criteria in decision-making. In addition, key aspects such as operational planning, efficient clinical management, outcome evaluation, and talent development will be addressed. Furthermore, you will delve into competency-based management models that strengthen professional leadership and optimize care processes from a transversal, practical perspective focused on continuous improvement.

"

You will deepen your understanding of competency-based management models, preparing yourself to lead high-performance teams in demanding healthcare environments"

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

Module 3. Clinical Management

Module 4. People and Talent Management

4.1.   Personnel Assessment and Talent Development. Social and Institutional Climate
    4.1.1.   People Assessment
    4.1.2.   Talent Development
    4.1.3.   Social and Institutional Climate
4.2.   Visibility in Clinical and Healthcare Management: Blogs and Networks
    4.2.1.   The Digital Revolution in Healthcare Practice and Clinical Management. Description of New Digital Tools
    4.2.2.   Experiences with Networks and Blogs of Health Professionals

Module 5. Economic Management and Evaluation

5.1.   Funding Models
    5.1.1.   Payment Models and Stakeholders in the Health System
    5.1.2.   Payment Models to Professionals
    5.1.3.   Ideal Payment Model. Payment Models and Incentive Models
    5.1.4.   Assess Incentive Efficacy
5.2.   Cost Calculation
    5.2.1.   Financial Assessment Fundamentals
    5.2.2.   Critiques of the Fundamentals of Welfare Economics
    5.2.3.   Classification of Accounting According to Purpose
    5.2.4.   Defining and Classifying Costs
    5.2.5.   Financial Assessments Used in Healthcare
    5.2.6.   Cost Centers
    5.2.7.   Process and Patient Cost
    5.2.8.   Cost Analysis by Diagnosis-Related Groups (DRG)

5.3.   Efficiency and Sustainability of Health Systems
    5.3.1.   Definitions
    5.3.2.   Macroeconomic Sustainability
    5.3.3.   Factors Putting Upward Pressure on Public Health Spending, Compromising Its Sustainability
    5.3.4.   Use in Health Services. Supply and Demand
5.4.   Management Agreements
    5.4.1.   Strategic Planning as a Starting Point
    5.4.2.   The Management Agreement or Program Contract
    5.4.3.   Contents Normally Included in Management Agreements
    5.4.4.   Management Agreements and Differential Compensation
    5.4.5.   Limitations and Aspects to Consider in a Management by Objectives System
5.5.   Budget and Purchasing
    5.5.1.   Budget Concept and Budgetary Principles
    5.5.2.   Types of Budgets
    5.5.3.   Budget Structure
    5.5.4.   Budget Cycle
    5.5.5.   Purchasing and Procurement Management
    5.5.6.   Management of Public Service Procurement
5.6.   Purchasing, Contracting and Supplies.
    5.6.1.   Integrated Procurement Systems. Centralized Purchasing
    5.6.2.   Management of Public Service Contracting: Tenders and Agreements. Purchasing and Procurement Committees
    5.6.3.   Hiring in the Private Sector
    5.6.4.   Supply Logistics

Module 6. Competency-Based Management

Thanks to this comprehensive curriculum, you will learn to link medical management with organizational strategy to create value in every clinical and executive decision"

Teaching Objectives

The central purpose of TECH Global University is to develop entrepreneurs capable of leading effectively in complex healthcare environments. Throughout the program, participants will develop competencies in clinical and organizational decision-making, economic analysis, leadership of multidisciplinary teams, and continuous improvement of healthcare quality. They will also strengthen their ability to interpret data, optimize resources, and design strategies that integrate operational efficiency and patient-centered care. In this way, graduates will acquire a comprehensive managerial perspective, with key tools to face real challenges and create a positive impact on healthcare service management at various institutional levels.

"

You will have access to the most up-to-date tools to actively participate in healthcare reforms, innovation processes, and entire digital health projects"
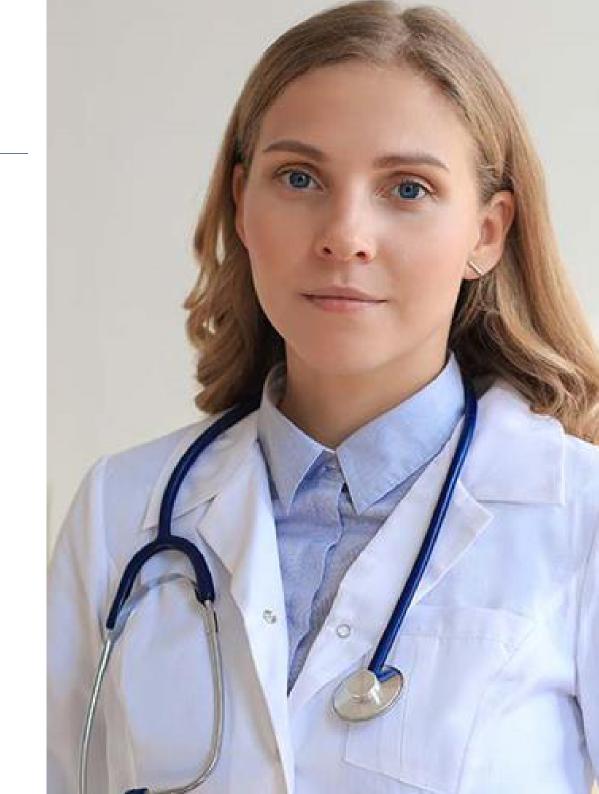
General Objectives

- 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. Clinical Management

- Implement clinical management processes to improve service quality and resource efficiency
- Integrate technology to continuously improve clinical processes

Module 4. People and Talent Management

- Design strategies for attracting, developing, and retaining talent in the healthcare sector
- Apply leadership principles to optimize the performance of medical and care teams

Module 5. Economic Management and Evaluation

- Develop the ability to analyze financial resources and their efficiency in healthcare institutions
- Apply economic tools for the evaluation and improvement of the profitability of healthcare services

Module 6. Competency-Based Management

- Identify and develop the competencies required for the efficient performance of healthcare professionals
- Apply competency-based management models to optimize productivity and quality in services

You will develop a strategic vision of Medical Administration and Health Services, grounded in data analysis and the use of key indicators to drive continuous improvement in care outcomes"

Career Opportunities

This high-quality Postgraduate Diploma will open specific opportunities to take on strategic roles in the healthcare environment. Upon completing this academic journey, professionals will be prepared to lead clinical units, coordinate medical management areas, advise on organizational processes, and actively participate in institutional transformation. Moreover, the knowledge acquired will enable them to work in hospitals, healthcare centers, insurance companies, sector consultancies, public administrations, or digital health projects. Finally, graduates will gain tools to effectively handle accreditation, auditing, or service redesign processes.

"

Join TECH Global University and equip yourself to lead clinical units, coordinate healthcare services, and participate in the operational transformation of public or private institutions worldwide.

Graduate Profile

Upon completing this academic journey, graduates will possess an analytical and strategic vision of healthcare management, along with the ability to lead complex processes from a multidisciplinary perspective. They will also be prepared to integrate clinical, administrative, and financial knowledge, contributing to efficiency, quality care, and institutional sustainability. In this way, this professional will be able to lead high-performance teams, apply continuous improvement methodologies, and make evidence-based decisions. Additionally, they will stand out for their resolute, ethical, and adaptable profile, with key skills to face the current and future challenges of the healthcare environment.

You will become the professional profile sought by top-tier clinics and hospitals: resolute, analytical, and prepared for evidence-based decision-making"

- **Strategic Healthcare Leadership:** Coordinate multidisciplinary teams and lead organizations towards quality and efficiency objectives
- **Economic Evaluation in Healthcare:** Master tools to assess the financial impact of clinical and administrative decisions
- **Human Talent Management:** Motivate, organize, and develop human capital in healthcare environments
- **Institutional Planning and Control:** Design efficient and sustainable operational structures

After completing this university program, you will be able to apply your knowledge and skills in the following positions:
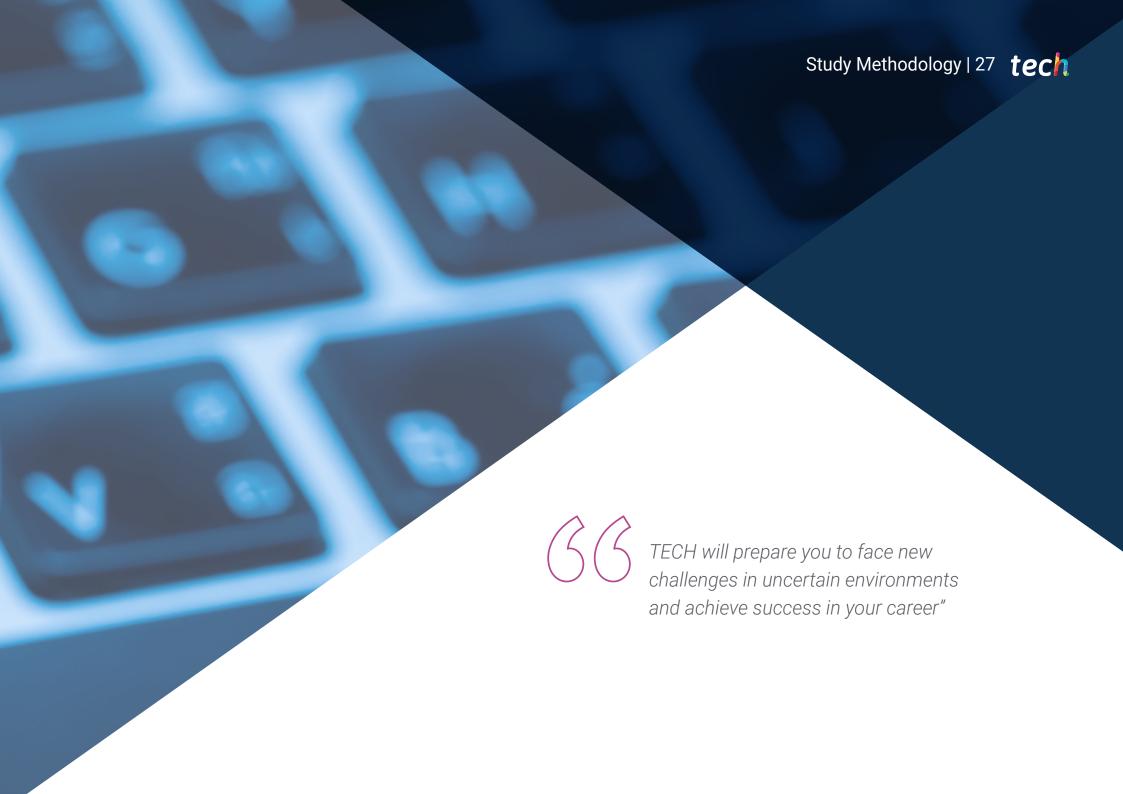
1. **Medical Director in Healthcare Institutions:** Responsible for coordinating clinical and operational activities, ensuring standards of care quality, organizational efficiency, and regulatory compliance.

2. **Manager of Clinical and Care Units:** In charge of planning, supervising, and optimizing medical services in hospitals, clinics, or healthcare organizations.

3. **Consultant in Healthcare Management and Organizational Transformation:** Advisor on institutional improvement processes, redesigning operational structures, and efficiency strategies in healthcare.

4. **Healthcare Service Evaluation Officer:** Professional who analyzes quality indicators, patient safety, and clinical outcomes to guide strategic decisions.

5. **Coordinator of Talent Management in Healthcare:** Specialist in leading clinical-administrative teams, designing professional profiles, and competency-based development models.

6. **Leader of Digital Health Projects:** Manager of technological initiatives within healthcare institutions, integrating digital solutions in medical care and clinical management.

7. **Healthcare Planning Officer in Public Administrations:** Responsible for designing and implementing public policies aimed at the sustainability and accessibility of the healthcare system.

8. **Consultant in Healthcare Regulation and Compliance:** Expert in regulations, accreditations, and audits to ensure legal and ethical compliance in healthcare centers.

9. **Operations Director in Healthcare Organizations:** Strategic leader focused on operational efficiency, process management, and continuous improvement in the clinical environment.

10. **Clinical Management and Hospital Efficiency Analyst:** Professional dedicated to analyzing operational data, costs, and performance to optimize both care and economic activities.

You will open the doors to a new professional stage in management, care leadership, healthcare consulting, and digital health—fields that are rapidly growing and in high demand for experts"

06
Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.

TECH will prepare you to face new challenges in uncertain environments and achieve success in your career"
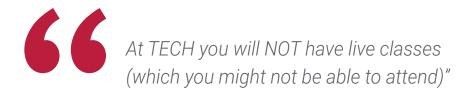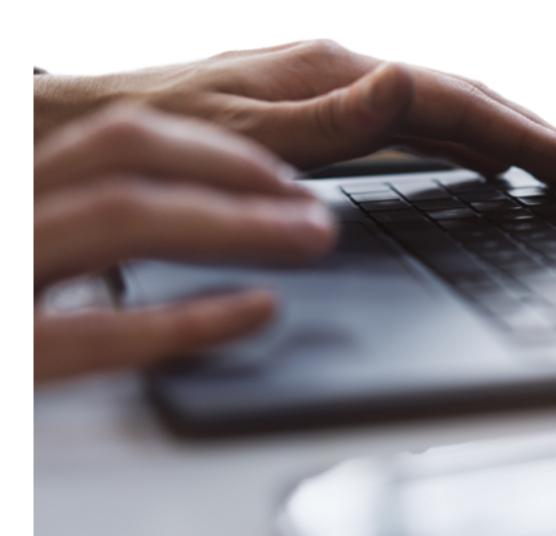
The student: the priority of all TECH programs

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.

" *At TECH you will NOT have live classes (which you might not be able to attend)"*

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"*

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.

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)

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.
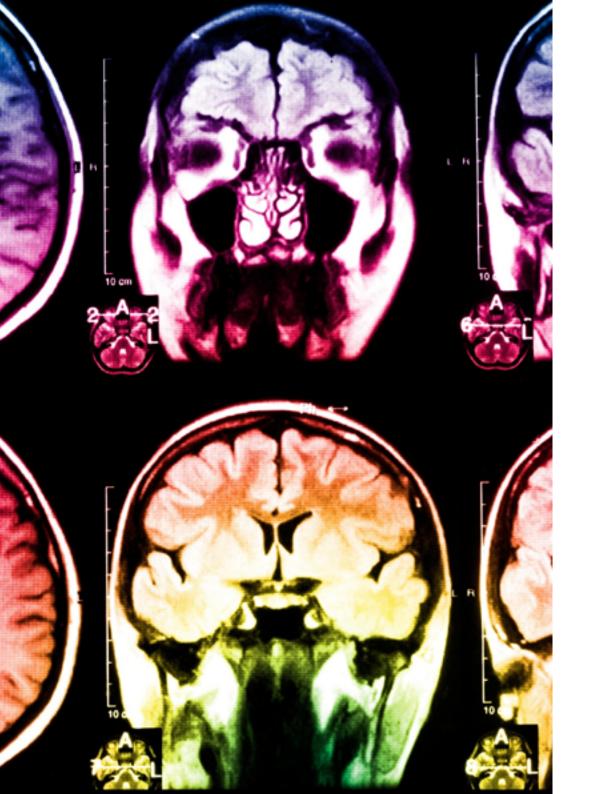
The university methodology top-rated by its students

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.

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.

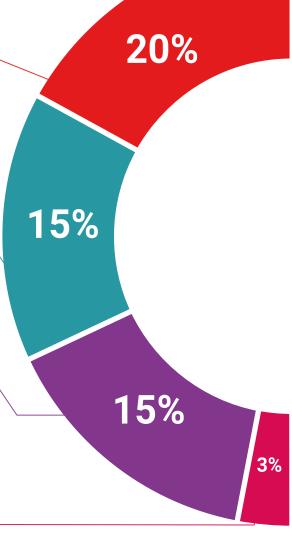**Practicing Skills and Abilities**

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.

20%

15%

15%

3%

20%

17%

7%

3%

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

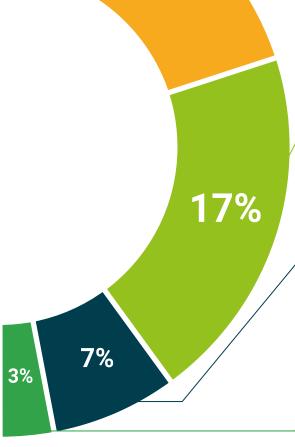There is scientific evidence suggesting that observing third-party experts can be useful.

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.

Teaching Staff

This faculty is composed of professionals with extensive experience in clinical management, medical leadership, strategic consulting, and institutional leadership. Their experience spans both the public and private sectors, ensuring a practical, current, and real-world aligned perspective with the actual demands of the healthcare system. Additionally, their involvement in innovation and organizational transformation projects allows them to convey applicable, up-to-date knowledge, focused on addressing the most complex challenges in contemporary healthcare management.

The excellence of the content will be supported by a teaching team with a recognized track record in the healthcare field and extensive experience in continuous improvement and strategic management of clinical talent"

International Guest Director

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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International Guest Director

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, high-growth 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 Communication**from 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

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International Guest Director

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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International Guest Director

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 AI for Senior Executives from the London Business School
- CCXP Customer Experience Professional Certification
- Executive Digital Transformation Course by IMD

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International Guest Director

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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International Guest Director

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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International Guest Director

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 AI 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
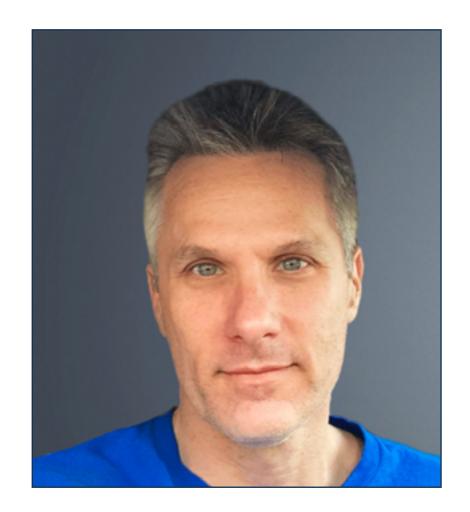
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International Guest Director

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 t**elevision 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
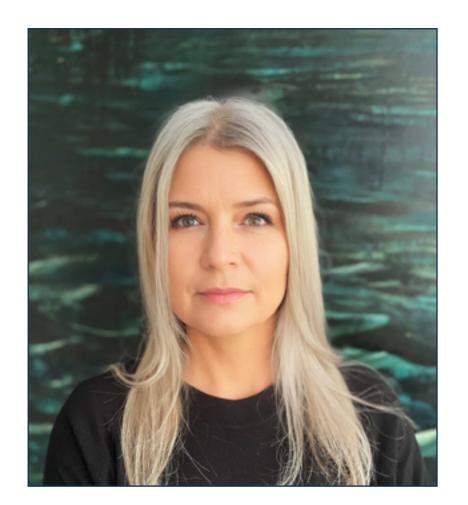- Bachelor's Degree in Telecommunications from the University of Florida

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International Guest Director

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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