# Executive Master's Degree

## Clinical Management, Medical and Healthcare Administration

MCMMHA

tech *technological university*

# tech technological university

# Executive Master's Degree
## Clinical Management, Medical and Healthcare Administration

» Modality: **online**
» Duration: **12 months**
» Certificate: **TECH Technological University**
» Dedication: **16h/week**
» Schedule: **at your own pace**
» Exams: **online**
» Target Group: **Graduates with demonstrable experience in the sector.**

Website: **www.techtitute.com/us/school-of-business/professional-master-degree/master-clinical-management-medical-healthcare-administration**

# Index

# 01
# Welcome

Nowadays, it is increasingly essential that those responsible for healthcare processes begin to acquire managerial skills. This program is therefore aimed at training Heads of Service and those responsible for the medical management of hospital centers, developing skills and techniques that boost leadership momentum. This high-level degree presents a review of health systems and policies, as well as the administrative process, and then addresses considerations of the healthcare and medical division and its role in the system. The completion of this program will provide specialized training to its graduates, who will attain the necessary competencies for their professional development in the clinical sector.

Executive Master's Degree in Clinical, Medical and Healthcare Management
TECH Technological University

*In the digital era, having access to professionals specialized in information technology is a bonus for any company"*

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

# At TECH Technological University

## Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.

## The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** of TECH students successfully complete their studies

## Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**100,000+** executives trained each year

**200+** different nationalities

## Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**500+** collaborative agreements with leading companies

## Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.

## Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.

TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:

## Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.

*At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"*

## Analysis

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.

## Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.

## Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"*

tech

This program will provide students with a multitude of professional and personal advantages, particularly the following:

**01**

## A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of participants achieve positive career development in less than 2 years.*

**02**

## Develop a strategic and global vision of companies

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

*Our global vision of companies will improve your strategic vision.*

**03**

## Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

## Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

## 05 Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

## 06 Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

*20% of our students develop their own business idea.*

## 07 Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

## 08 Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Technological University community.

*We give you the opportunity to train with a team of world renowned teachers.*

# 04
# Objectives

This program is designed to strengthen management and leadership skills, as well as to develop new skills and abilities, that will be essential in your professional development. After completing the program, you will be able to make global decisions with an innovative perspective and an international vision.

*One of our fundamental objectives is to help you develop the essential skills to strategically manage a business"*

TECH makes the goals of their students their own goals too.
Working together to achieve them.

The **Executive Master's Degree in Clinical Management, Medical and Healthcare Administration** qualifies students to:

**01** Analyze the theories and models regarding the organization and functioning of Healthcare Systems, focusing on their political, social, legal, economic and organizational structure

**02** Describe the principles of clinical management that allow for planning, organization, management and evaluation of a center, service or care unit

**03** Showcase and evaluate advanced clinical and health management initiatives and experiences

**04** Train professionals to improve their problem-solving and decision-making using basic skills in daily clinical and healthcare management

**05** Recognize and know how to apply and interpret health law in order to contextualize clinical practice in terms of professional and social responsibility, as well as the ethical aspects associated with health care

**06** Understand and know how to carry out an economic analysis of the functioning of health institutions and the economic behavior of the agents involved in health systems

**08** Develop the ability to analyze different health benefits

**09** Develop methodological and instrumental skills in epidemiological research and the assessment of centers, services, technologies and the health programs

**07** Incorporate the fundamental concepts of the techniques and instruments of economic evaluation applied to management practices in healthcare systems

**10** Develop methodological and instrumental skills to adequately use the different health information systems in the management decisions of the clinical units

05

# Skills

In the effective management of a clinical center, it is essential for the professional to develop specific skills that will enable them to address issues that are as broad as they are essential. In this way, they must understand the fundamentals of economic assessment for cost calculation, and, in addition, acquire cutting-edge tools for employability in the public and private sector. For this reason, throughout this degree, emphasis will be placed on the work methodology that the graduate will implement in their day-to-day work in order to become an expert in the field.

"

*You will hone the skills necessary to excel as an expert manager in Clinical Management, Medical and Healthcare Administration and achieve your most ambitious goals"*

**01** Lead quality and patient safety systems applied to the context of clinical management units

**02** Apply health accreditation approaches to different types of organizations and health centers

**03** Improve knowledge and professional skills in health management from the viewpoint of clinical management, knowing the practical methodological tools to apply in the critical areas of health management and direction, both institutional and day-to-day

**04** Approach clinical management using the criteria of efficacy, efficiency, effectiveness, equity, performance and profitability and the solution of problems through the appropriate use of information systems

**05** Apply the essential concepts and methods of planning, organization and management of health institutions

**06** Analyze and apply techniques, styles and methods to define, guide and lead professional talent management policies in health institutions

**08** Describe, compare and interpret characteristics and performance data of different health models and systems

**09** Contextualize the care and medical division in the interdisciplinary team and learn about the new challenges of the health sector

**07** Recognize, apply and know how to evaluate the usefulness in the clinical context of the different management tools that can be applied to the context of healthcare practice

**10** Understand, interpret, transmit and apply regulatory norms for the activities and functions of health professionals regarding clinical management in accordance with the legal framework of the health sector

# Structure and Content

The Executive Master's Degree in Clinical Management, Medical and Healthcare Administration is a tailor-made program that is delivered in a 100% online format, so that the students can choose the time and place that best suits their availability, schedules and interests.

A program that takes place over 12 months and is intended to be a unique and stimulating experience that lays the foundation for your success as a manager and entrepreneur.

*What you study is very important. The abilities and skills you acquire are fundamental. You won't find a more complete syllabus than this one, believe us"*

## Syllabus

The Executive Master's Degree in Clinical Management, Medical and Healthcare Administration at TECH Technological University is an intensive program that prepares the student to face technological challenges and business decisions on both national and international levels.

Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Throughout 1,500 hours of study, a multitude of practical cases will be analyzed, through individual work,so that the student will achieve a deep learning that will be useful to develop professionally. It is, therefore, an authentic immersion in real business situations.

This Executive Master's Degree deals in depth with different areas of the corporation and is designed to specialize managers to understand the technological development in the company, from a strategic, international and innovative perspective.

A plan focused on professional improvement and networking that prepares the professional to achieve excellence in the field of leadership and business management. A program that understands the needs of your students and your company, through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide them with the skills to solve critical situations in a creative and efficient way.

This program takes place over 12 months and is divided into 18 modules.

| Module 1 | Management and Economic Assessment |
| Module 2 | People and Talent Management |
| Module 3 | Clinical Management |
| Module 4 | Planning and Control of Health Organizations |
| Module 5 | Medical and Healthcare Management Department in the Health System |
| Module 6 | Quality Management |
| Module 7 | Competency Management |
| Module 8 | Patient Safety |
| Module 9 | Management of Special and Hospitalization Services |
| Module 10 | Quality Accreditation in Healthcare |

| Module 11 | Management of Central Services |
|---|---|
| Module 12 | Management of Transversal and Primary Services |
| Module 13 | Management of Outpatients Services |
| Module 14 | Leadership Management |
| Module 15 | Decision Making and Time Management |
| Module 16 | Creating a Personal Brand |
| Module 17 | Internal Communication in Management |
| Module 18 | Communication and Marketing in Health |
| Module 19 | Teaching and Research Management. Research and Innovation: R&D&I in the Healthcare Environment |

## Where, When and How is it Taught?

This Executive Master's Degree takes place over 12 months and is divided into two semesters. You can complete it 100% online, even attending out virtual workshops and conferences.

*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.*

## Module 1. Management and Economic Assessment

**1.1. Funding Models**

1.1.1. Payment Models and Actors in the Health System
1.1.2. Payment Models to Professionals
1.1.3. Ideal Payment Model. Payment Models and Incentive Models
1.1.4. Assess Incentive Efficacy

**1.2. Cost Calculation**

1.2.1. Financial Assessment Fundamentals
1.2.2. Critiques of the Fundamentals of Welfare Economics
1.2.3. Classification of Accounting According to Purpose
1.2.4. Defining and Classifying Costs
1.2.5. Financial Assessments Used in Healthcare
1.2.6. Cost Centers
1.2.7. Process and Patient Cost
1.2.8. Cost Analysis by Diagnosis-Related Groups (DRG)

**1.3. Efficiency and Sustainability of Health Systems**

1.3.1. Definitions
1.3.2. Public Health Spending in Spain BORRAR
1.3.3. Macroeconomic Sustainability
1.3.4. Factors Putting Upward Pressure on Public Health Spending, Compromising Its Sustainability
1.3.7. Use in Health Services. Supply and Demand

**1.4. Management Agreements**

1.4.1. Strategic Planning as a Starting Point
1.4.2. The Management Agreement or Program Contract
1.4.3. Contents Normally Included in Management Agreements
1.4.4. Management Agreements and Differential Compensation
1.4.5. Limitations and Aspects to Consider in a Management by Objectives System

**1.5. Budget and Purchasing**

1.5.1. Budget Concept and Budgetary Principles
1.5.2. Types of Budgets
1.5.3. Budget Structure
1.5.4. Budget Cycle
1.5.5. Purchasing and Procurement Management
1.5.6. Management of Public Service Procurement

**1.6. Purchasing, Contracting and Supplies**

1.6.1. Integrated Procurement Systems. Centralized Purchasing
1.6.2. Management of Public Service Contracting: Tenders and Agreements. Purchasing and Procurement Commissions
1.6.3. Hiring in the Private Sector
1.6.4. Supply Logistics

**1.7. Staffing and Performance Calculations**

1.7.1. Estimated Healthcare Staffing Requirements
1.7.2. Staffing Calculation
1.7.3. Allocate Time for Healthcare Activity

**1.8. Budget Management**

1.8.1. Budget. Concept
1.8.2. Public Budget

**1.9. Negotiation with Suppliers**

1.9.1. Negotiation with Suppliers

## Module 2. People and Talent Management

**2.4. Personnel Assessment and Talent Development. Social and Institutional Climate**

2.4.1. People Assessment
2.4.2. Talent Development
2.4.3. Social and Institutional Climate

**2.5. Visibility in Clinical and Healthcare Management: Blogs and Networks**

2.5.1. The Digital Revolution in Healthcare Practice and Clinical Management. Description of New Digital Tools
2.5.2. Experiences with Networks and Blogs of Health Professionals

## Module 3. Clinical Management

**3.1.  Patient Classification Systems**
3.1.1.  Diagnosis-Related Groups (DRGs)
3.1.2.  Patient Classification Systems
3.1.3.  Essential Resources

**3.2.  Definitions and Regulation of Clinical Analysis Management**
3.2.1.  Definition of Clinical Governance
3.2.2.  Evolution of Clinical Management in the National Health System
3.2.3.  The Contract-Program and Clinical Management
3.2.4.  Current Status and Controversies

**3.3.  Processes and Protocols in Clinical Management. Handling Scientific Evidence**
3.3.1.  Variability in Medical Practice
3.3.2.  Scientific Evidence
3.3.3.  Clinical Management
3.3.4.  Processes, Procedures, Clinical Pathways and Clinical Management Units

**3.4.  Models and Clinical Management Units: Interhospital Units**
3.4.1.  What Can Be Considered in a Clinical Management Unit: Interhospital
3.4.2.  Requirements of Interhospital Clinical Management Units
3.4.3.  Importance of Leadership in Interhospital Clinical Management Units
3.4.4.  Human Resources, Continuing Education, Research and Teaching
3.4.5.  Patients and Companions. Humanization in Healthcare
3.4.6.  Processes in Interhospital Clinical Management Units
3.4.7.  The Indicators of these Interhospital Units
3.4.8.  Management by Objectives and Improvement

**3.5.  Prudent Pharmacological Prescribing. Electronic Prescribing**
3.5.1.  Good Prescribing Standards
3.5.2.  Principles for Prudent Prescribing
3.5.3.  Tools for Prudent Pharmacological Prescribing
3.5.4.  Prescribing Quality Indicators

**3.6.  Complementary Test Prescribing**
3.6.1.  Management of Requests
3.6.2.  Information Systems Integration Model for the Management of Diagnostic Tests
3.6.3.  Benefits of a Request Manager
3.6.4.  Lean Method

## Module 4. Planning and Control of Health Organizations

### 4.1. Actors in the National Health System

4.1.1. Sustainability of the National Health System
4.1.2. The Actors in the Healthcare System
4.1.3. The Taxpayer
4.1.4. The Patient
4.1.5. The Professional
4.1.6. Purchasing Agency
4.1.7. The Buyer
4.1.8. The Manufacturing Institution
4.1.9. Conflicts and Interests

## Module 5. Medical and Healthcare Management Department in the Health System

### 5.1. Classical Medical Management VS. Healthcare Management

5.1.1. Classic Medical Management
5.1.2. Medical Healthcare Management

### 5.2. Management Information Systems and Electronic Medical Records

5.2.1. Control Panels
5.2.2. Electronic Medical Records
5.2.3. Assisted Prescription Systems
5.2.4. Other Useful Information Systems in Health Management

### 5.3. Continuity of Care: Integration of Primary Care, Hospital Care and Social Healthcare

5.3.1. The Need for Healthcare Integration
5.3.2. Integrated Health Organizations. Initial Bases
5.3.3. Starting an OSI

### 5.4. Bioethics and Humanization in Medical Practice

5.4.1. Current Status of Dehumanization in the Healthcare System
5.4.2. Quality Management
5.4.3. Humanizing Quality Management
5.4.4. Humanization Programs

### 5.5. Medical and Healthcare Management: Relationships

5.5.1. Management Role
5.5.2. Active Participation Management
5.5.3. Management Objectives
5.5.4. Regulation of the Relationship Between Medical Management and Executive Management
5.5.5. Professional Management Systems

### 5.6. Public Health, Health Promotion and Disease Prevention for Healthcare Directorates, Hospitals and Health Areas

5.6.1. What is Public Health
5.6.2. Health Promotion
5.6.3. Disease Prevention
5.6.4. Foreign or International Health
5.6.5. The Challenges of Public Health

### 5.7. Transformation of the Healthcare Model. The Triple Aim

5.7.1. Continuity of Healthcare Strategy
5.7.2. Social Health Strategy
5.7.3. Efficiency, Health and Patient Experience

## Module 6. Quality Management

### 6.1. Quality in Healthcare

6.1.1. Quality Care
6.1.2. Health and Quality Activity Records

### 6.2. Quality of Healthcare Programs

6.2.1. Quality of Healthcare

## Module 7. Competency Management

### 7.1. Performance Evaluation. Competency Management

7.1.1. Definition of Competencies
7.1.2. Performance Evaluation Procedure. Implementation
7.1.3. Functions
7.1.4. General and Specific Skills
7.1.5. Feedback from Professions to Improve Performance and Self-Assessment
7.1.6. Training Itinerary Design for Skills Development
7.1.7. Intrinsic and Extrinsic Motivation to Improve Performance. Methods
7.1.8. Most Important Principles of Change

### 7.2. Methods and Techniques. Competency Management

7.2.1. The Assessment Interview. Instructions for the Assessor
7.2.2. General Principles of Motivational Interviewing
7.2.3. Motivational Interview
7.2.4. Communication Strategies
7.2.5. Miller's Pyramid

## Module 8. Patient Safety

### 8.1. Patient Safety: Historical Evolution

8.1.1. Introduction and Definition. Background and Current Status
8.1.2. Unequivocal Patient Identification. Localization and Traceability Systems
8.1.3. Patients at Risk of Developing Pressure Ulcers (PUs)
8.1.4. Infection Risks Associated to Nursing Care. Venous Access Care
8.1.5. Risk of Falling. Fall Prevention and Monitoring in Hospitalized Patients

### 8.2. Nosocomial Infections

8.2.1. Care for Nosocomial Infection
8.2.2. Hospital Infection Control and Surveillance Programs and Networks
8.2.3. Asepsis, Disinfection and Sterilization

### 8.3. Prevention

8.3.1. Primary and Secondary Prevention. Types and Examples
8.3.2. Preventing and Detecting Adverse Events in Preparing and Administering Medication
8.3.3. Screening Programs: Breast Cancer. Management
8.3.4. Screening Programs: Colon Cancer. Management
8.3.5. Vaccination Program Management. Childhood vaccination
8.3.6. Vaccination Program Management. Flu Vaccination
8.3.7. FMEA (Failure Mode and Effects Analysis). Root Cause Analysis

### 8.4. Notification and Registration System

8.4.1. Notification and Registration System
8.4.2. Adverse Event Reporting and Registration System

### 8.5. Secondary and Tertiary Victims

8.5.1. Health Professionals when Faced with Adverse Events
8.5.2. Recovery Trajectory and Emotional Support
8.5.3. Impact on Corporate Image

## Module 9. Quality Accreditation in Healthcare

**9.1. Accreditation in Healthcare**
9.1.1. Quality Management Systems: Accreditation, Certification and Excellence Models

**9.2. Joint Commision International**
9.2.1. History
9.2.2. The Joint Commision International

**9.3. EFQM Model**
9.3.1. Criteria in Models for Excellence
9.3.2. The Reder Logic Scheme
9.3.3. Update of the EFQM Excellence Model

**9.4. ISO Accreditation**
9.4.1. Rules Are Used as a Standard for Certification
9.4.2. Healthcare System Accreditation Status
9.4.3. Accreditation in Perspective: Main Theoretical-Practical Conflicts

## Module 10. Management of Special and Hospitalization Services

**10.1. Emergency Services Management**
10.1.1. Processes of Emergency Services
10.1.2. Service Planning and Control
10.1.3. Human Resources
10.1.4. Teaching in the Emergency Department

**10.2. ICU Management**
10.2.1. Intensive Care Definition
10.2.2. ICU. Physical Structure
10.2.3. Human Resource Allocation
10.2.4. Material Resources: Technology and Equipment. Monitoring
10.2.5. ICU Without Walls and Innovation Models
10.2.7. Safety Management in ICU. Zero Projects, Quality Indicators. Information Transfer
10.2.8. Humanization in ICUs

**10.3. Surgical Unit Management**
10.3.1. The Surgical Unit. Physical Structure, Organization and Channels
10.3.2. Coordination of Operating Rooms. Surgical Performance and Operation Indicators. Surgical Scheduling. Performance Improvement
10.3.3. Calculation of Human Resources in a Surgical Department
10.3.4. Material Resource Calculation: Surgical Block Sizing and Operation
10.3.5. Safety Management in a Surgical Department. Surgical CHECK LIST. Surgical Hand Washing
10.3.6. Asepsis and Sterilization in Operating Rooms. Environmental Monitoring of the Operating Room

**10.4. Management of Hospitalization Units**
10.4.1. What are Hospitalization Units
10.4.2. Requirements of Hospitalization Units
10.4.3. Importance of Leadership in the Hospitalization Units
10.4.4. Human Resources, Continuing Education, Teaching and Research
10.4.5. Patients and Companions
10.4.6. Processes: Strategic, Operational and Structural
10.4.7. Hospitalization Unit Indicators
10.4.8. The Role of Primary Care and Other Healthcare Facilities
10.4.9. Management by Objectives and Improvement

**10.5. Other Units and Special Services**
10.5.1. Alternatives to Conventional Hospitalization: Day Hospital (DH)
10.5.2. Alternatives to Conventional Hospitalization: Day Hospital Units Integrated in Other Units
10.5.3. Alternatives to Conventional Hospitalization: Home Hospitalization
10.5.4. Alternatives to Conventional Hospitalization: Short Stay Units

## Module 11. Management of Central Services

### 11.1. Admission and Clinical Documentation Service
11.1.1. Admissions and Clinical Documentation Services
11.1.2. Bed Management
11.1.3. Medical Record Archive
11.1.4. Digitization and Indexation
11.1.5. Metadata Definition

### 11.2. Radio Diagnostic Services Management
11.2.1. Radiology Service Definition
11.2.2. Structure and Organization of the Diagnostic Radiology Service
11.2.3. Radiological Information Systems (RIS)
11.2.4. Radiological Request Circuit
11.2.5. Patients' Rights
11.2.6. Teleradiology

### 11.3. Laboratory Management
11.3.1. Pre-Analytical Phase
11.3.2. The Analytical Phase
11.3.3. The Post-Analytical Phase
11.3.4. Point-Of-Care Testing (POCT)

### 11.4. Hospital and Primary Care Pharmacy Management
11.4.1. Planning and Organization of Pharmacy Services: Physical Structure, Organization and Channels
11.4.2. Human and Material Resources. Different Competencies and Functions
11.4.3. Procurement Management and Pharmacotherapy Management Process
11.4.4. Hospital Dispensing Systems: Plant Stock, Unit Dose, Automated Systems
11.4.5. Sterile Medication Preparation Area: Hazardous and Non-Hazardous
11.4.6. Pharmaceutical Care to Outpatients and Ambulatory Patients
11.4.7. Primary Care Pharmacy and Healthcare Coordination in Pharmacotherapy

### 11.5. Hospitality, Complementary and Voluntary Services Management
11.5.1. Hospital Food
11.5.2. Linen Service
11.5.3. Hospital Volunteering

## Module 12. Management of Transversal and Primary Services

### 12.1. Primary Healthcare
12.1.1. Primary Healthcare Resolution Capacity
12.1.2. Community Healthcare: Health Programs
12.1.3. Emergency and Continuous Care. PAC Model and Special Emergency Services Model

### 12.2. Complex-Chronic Patient Management
12.2.1. Chronicity Care Models
12.2.2. From the Strategy for Chronic Care to Chronic Patient Management
12.2.3. Chronicity and Social Healthcare

### 12.3. Experiences in Patient Empowerment: Active Patients, School of Patients
12.3.1. Patient Empowerment and Nursing Input
12.3.2. Peer Support
12.3.3. Self-Care and Self-Care Support
12.3.4. Health Education and Self-Management Education
12.3.5. Self-Management Projects. Features
12.3.6. Self-Management Projects. International Experiences

## Module 13. Management of Outpatients Services

### 13.1. Management of Outpatient Services: Day Hospitals and Outpatient Consultations

13.1.1. Organization and Operation of the Day Hospital
13.1.2. Oncohematologic Day Hospital Management
13.1.3. Organization and Management of Outpatient Consultation

### 13.2. Management of Outpatient Services

13.2.1. Historical Evolution
13.2.2. Emergency Coordination Centers
13.2.3. Human Resources and Skills. Team Involved
13.2.4. Health Care Network Devices Coordination
13.2.5. Emergency Quality Indicators
13.2.6. Disasters Planning. Disaster Management

### 13.3. Home Care: Models

13.3.1. Home Hospitalization Types and Concepts
13.3.2. Criteria for Patient Selection
13.3.3. Calculating and Managing Human and Material Resources
13.3.4. Palliative Care at Home. Techniques and Patient Selection
13.3.5. Family Support and Bereavement Management
13.3.6. Managing Primary Caregiver Overload. Family Claudication

### 13.4. Mental Health, Addictive Behavior and Social Work

13.4.1. Introduction to Mental Health
13.4.2. Comprehensive Care
13.4.3. Diagnostic and Therapeutic Techniques and Procedures Common to All Devices
13.4.4. Transversality and Continuity of Care in the Healthcare Setting
13.4.5. Social Work

## Module 14. Leadership Management

### 14.1. Team Leadership

14.1.1. Concept of Leadership
14.1.2. Steps for Successful Leadership
14.1.3. Qualities of a Leader
14.1.4. Activities to Be Carried Out by the Leader
14.1.5. Seven Habits of Successful People and Leadership

### 14.2. Motivation

14.2.1. Intrinsic and Extrinsic Motivation
14.2.2. Differences between Motivation and Satisfaction: Different Theories

### 14.3. Delegation

14.3.1. What is Delegation?
14.3.2. Ways of Assessing Delegation: Tasks
14.3.3. Non-Delegable Functions

### 14.4. Executive Coaching

14.4.1. Development

## Module 15. Decision Making and Time Management

### 15.1. Decision-Making

15.1.1. Decision-Making as an Organizational Process
15.1.2. Decision Process Phases
15.1.3. Features of any Decision

### 15.2. The Decision Process. Techniques

15.2.1. Management Schools. History
15.2.2. The Framework of the Management and Decision-Making Function
15.2.3. Types of Decisions
15.2.4. Characteristics of a Good Decision
15.2.5. Key Points to Consider in Decision-Making
15.2.6. The Logical Reasoning Process
15.2.7. Decision Support Tools

### 15.3. Time, Stress and Happiness Management

15.3.1. Introduction to Stress in Managerial Positions
15.3.2. General Guidelines for Preventing and/or Reducing the Experience of Stress
15.3.3. Effective Time Management
15.3.4. Agenda Planning
15.3.5. Personal Time and Professional Time, in Search of Happiness

## Module 16. Creating a Personal Brand

### 16.1. Public Profile
16.1.1. Presenting Ourselves to the World. Our Digital Footprint
16.1.2. Digital Reputation. Positive References
16.1.3. The Cover Letter in 2.0

### 16.2. The Job Interview to Apply for a Managerial Position
16.2.1. The Interview
16.2.2. Methods for a Successful Interview

## Module 17. Internal Communication in Management

### 17.1. Communication
17.1.1. Conceptual Approach
17.1.2. Internal Communication in Health Organization Do You Have a Plan?
17.1.3. How to Create Internal Communication Plan
17.1.4. Tools Evolution. From the Internal Circulation Note to the Corporate Social Network

### 17.2. Meetings
17.2.1. Conceptual Approach
17.2.2. Management Meetings and Time Management
17.2.3. Scheduled Team Meeting Architecture. A Proposal
17.2.4. Keys to Successful Meeting Preparation
17.2.5. Meeting Management

### 17.3. Conflict Management
17.3.1. Conceptual Approach
17.3.2. Labor Conflicts
17.3.3. The Change. Main Source of Conflict with Management
17.3.4. Conflict Management in Health Teams

## Module 18. Communication and Marketing in Health

### 18.1. Marketing and Social Media
18.1.1. Conceptual Approach
18.1.2. Health Services Marketing

### 18.2. Communication in Organizations
18.2.1. Conceptual Approach
18.2.2. What to Communicate in the Healthcare Organization?
18.2.3. ICTs as a Key Communication Tool in Clinical Management

### 18.3. Relationships with Social Agents Users and Suppliers
18.3.1. Financing and Underwriting
18.3.2. Regulation Actors in the System
18.3.3. Relationship Map, What do they Expect from Each Other

### 18.4. Corporate Social Responsibility. Good Healthcare Governance
18.4.1. Responsibility and Ethics in the Organizations
18.4.2. Principles and Commitments to Develop Social Responsibility in the National Health System
18.4.3. Good Healthcare Governance
18.4.4. Good Governance Practices

**Module 19.** Teaching and Research Management. Research and Innovation: R&D&I in the Healthcare Environment

19.1. Research Methodology: Epidemiology and Research Study Designs and Biases
19.1.1. Epidemiology and Clinical Epidemiology
19.1.2. Main Study Designs in Clinical Research
19.1.3. Quality of the Studies: Reliability and Validity. Biases

19.2. Sources of Information for Research and Sourcing Strategies. Databases
19.2.1. Clinical Research Questions
19.2.2. Information Sources
19.2.3. Where and How to Search for Information
19.2.4. Searching
19.2.5. Databases

19.3. Critical Reading of Articles
19.3.1. Phases in Critical Reading
19.3.2. Tools for Critical Reading
19.3.3. Main Mistakes

19.4. Research Projects: Financial Resources. Product and Patents Development
19.4.1. Research Project Design
19.4.2. Funding in Research
19.4.3. Exploitation of Research Results

19.5. Communication and Diffusion of Research Findings
19.5.1. Research Reports
19.5.2. Choosing a Journal for Publication
19.5.3. Some Style Recommendations

*Take the opportunity to learn about the latest advances in this field in order to apply it to your daily practice"*

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.

*"Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

"

*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world"*



*This program prepares you to face business challenges in uncertain environments and achieve business success.*

## A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments"*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

*Our program prepares you to face new challenges in uncertain environments and achieve success in your career.*

## Relearning Methodology

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

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

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.

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)

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*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.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.

**This program offers the best educational material, prepared with professionals in mind:**

### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.

### Classes

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

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.

### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.

30%

10%

8%

3%

**30%**

**15%**

**4%**

### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.

### Interactive Summaries

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

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.

# Our Students' Profiles

Our Executive Master's Degree in Clinical Management, Medical and Healthcare Administration is a program aimed at university graduates who want to transform their professional career.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

"

*By doing this training course, you will expand your capabilities and skills in Clinical Management, Medical and Welfare Management"*

## Average Age

Between **35** and **45** years old

## Years of Experience

More than 15 years **18%**

Up to 5 years **15%**

10 to 15 years **35%**

5 to 10 years **32%**

## Professional Development

Clinical **52%**

Business **17%**

Economics **12%**

Health Sciences **6 %**

Other **13%**

## Academic Profile

Management **39%**

Medical Director **28%**

Entrepreneurs **15%**

Welfare Professionals **10%**

Other **8%**
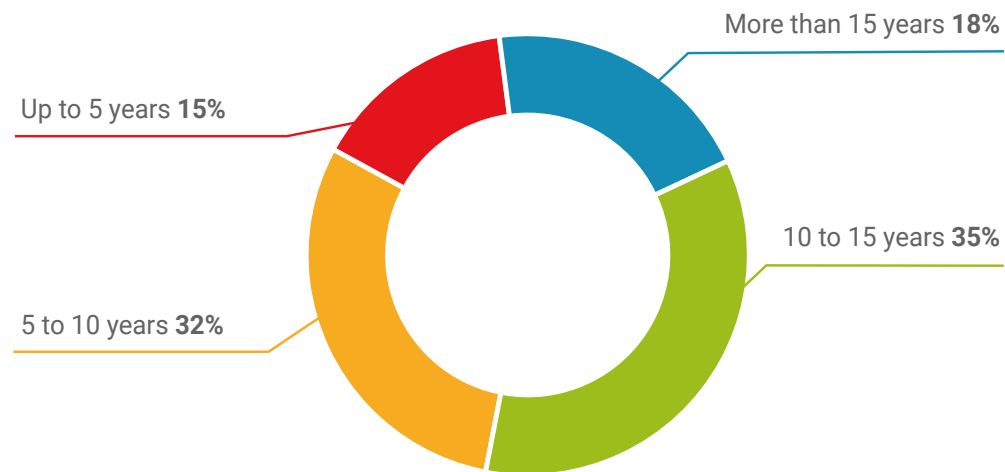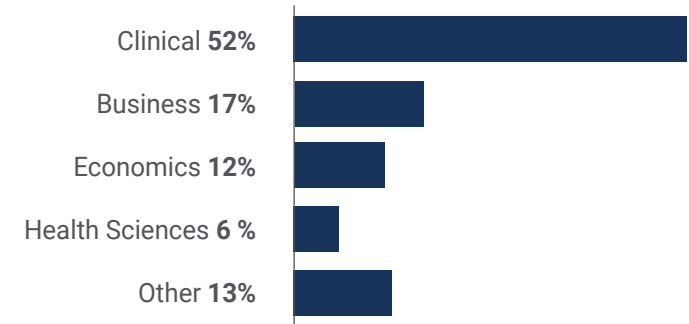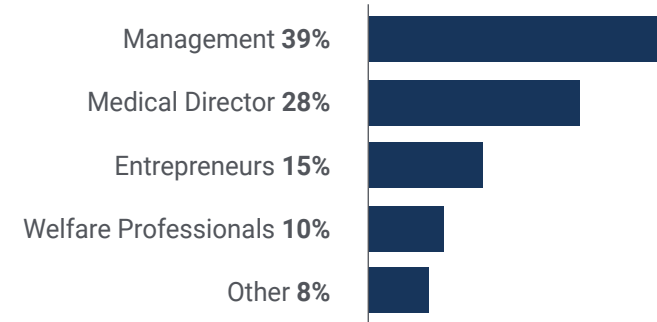
## Geographical Distribution

- USA **9%**
- Spain **38%**
- Mexico **21%**
- Colombia **7%**
- Chile **5%**
- Argentina **12%**
- Peru **2%**
- Others **6%**
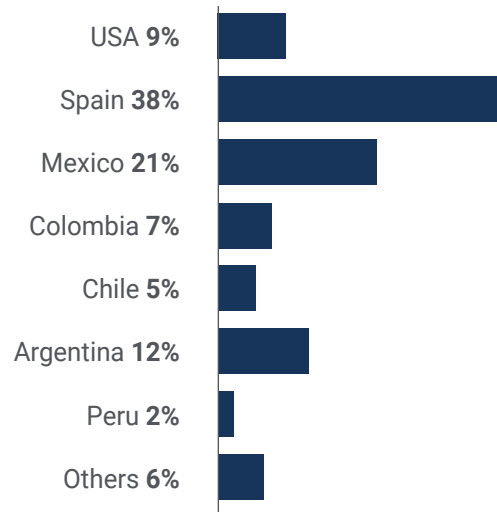
# Susana González

**Hospital Manager**

*"As much as one might want to do it, considering a Executive Master's Degree in Clinical, Medical and Healthcare Administration is not a simple matter, especially when you have to balance it with your professional activity and family life. However, the online Executive Master's Degree in Clinical Management, Medical and Healthcare Administration of TECH Technological University made it possible for me. The skilful faculty made the experience and learning even more enriching"*

# Impact on Your Career

We are aware that studying a program like this entails great economic, professional and, of course, personal investment.

The ultimate goal of this great effort should be to achieve professional growth.

tech

*Our challenge is to generate a positive change in your professional career. We are fully committed to helping you achieve it"*

## Are you ready to take the leap?
## Excellent professional development awaits

The Executive Master's Degree in Clinical Management, Medical and Healthcare Administration from TECH Technological University is an intense program that prepares you to face business challenges and decisions globally. The main objective is to promote your personal and professional growth. Helping you achieve success.

If you want to improve yourself, make a positive change professionally and network with the best, this is the place for you.

*If you want to make a positive change in your profession, the Executive Master's degree in Clinical Management, Medical and Healthcare Administration will help you achieve it.*

*Don't miss the opportunity to train with us and you will find the career boost you were looking for.*

## When the change occurs

| During the program | During the first year | After 2 years |
|---|---|---|
| **15%** | **57%** | **28%** |

## Type of change

Internal Promotion **37%**

Change of Company **42%**

Entrepreneurship **21%**
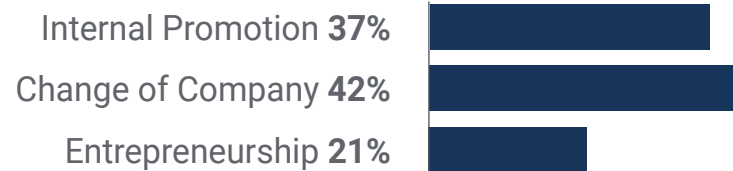
## Salary increase

This program represents a salary increase of more than **25.22%** for our students.

| Salary before | A salary increase of | Salary after |
|---|---|---|
| **$57,900** | **25.22%** | **$72,500** |

10

# Benefits for Your Company

The Executive Master's Degree in Clinical Management, Medical and Healthcare Administration, contributes to elevate the organization's talent to its maximum potential by training high-level leaders.

Participating in this Executive Master's Degree in Clinical Management, Medical and Healthcare Administration means an opportunity to access a powerful network of contacts where you can find future professional partners, clients, or suppliers.

*"The executive will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization"*

**Developing and retaining talent in companies is the best long-term investment.**

**01**

### Intellectual Capital and Talent Growth

The executive will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

**02**

### Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the executive and opens new avenues for professional growth within the company.

**03**

### Building agents of change

The manager will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

**04**

### Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.

**tech**

**05**

## Project Development
The manager can work on a current project or develop new projects in the field of R&D or Business Development within their company.

**06**

## Increased competitiveness
This program will equip students with the skills to take on new challenges and drive the organization forward.

## 11

# Certificate

The Executive Master's Degree in Clinical Management, Medical and Healthcare Administration guarantees, in addition to the most rigorous and up-to-date education, access to a Executive Master's Degree issued by TECH Technological University.

*Successfully complete this program and receive your university diploma without travel or laborious paperwork"*
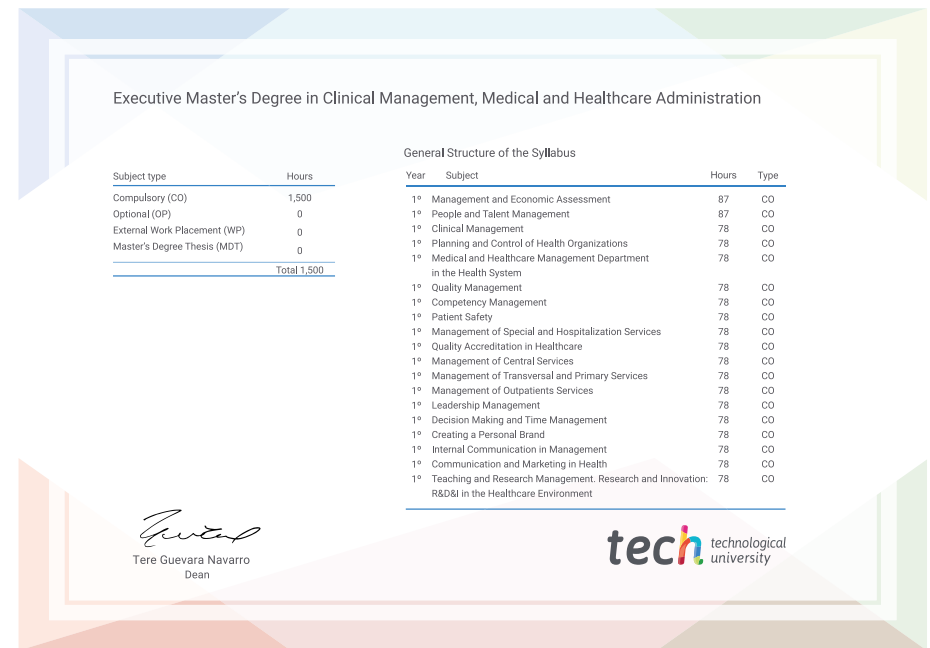
This **Executive Master's Degree in Clinical Management, Medical and Healthcare Administration** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Executive Master's Degree** issued by **TECH Technological University** via tracked delivery*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Executive Master's Degree, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Executive Master's Degree in Clinical Management, Medical and Healthcare Administration**

Official Nº of hours: **1,500 h.**

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Awards the following
**DIPLOMA**
to
Mr./Ms. _____ with identification number _____.
For having successfully passed and accredited the following program

**EXECUTIVE MASTER'S DEGREE**
in

Clinical Management, Medical and Healthcare Administration

This is a qualification awarded by this University, equivalent to 1,500 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S    techtitute.com/certificates

Executive Master's Degree in Clinical Management, Medical and Healthcare Administration

| Subject type | Hours |
|---|---|
| Compulsory (CO) | 1,500 |
| Optional (OP) | 0 |
| External Work Placement (WP) | 0 |
| Master's Degree Thesis (MDT) | 0 |
| **Total 1,500** | |

General Structure of the Syllabus

| Year | Subject | Hours | Type |
|---|---|---|---|
| 1º | Management and Economic Assessment | 87 | CO |
| 1º | People and Talent Management | 87 | CO |
| 1º | Clinical Management | 78 | CO |
| 1º | Planning and Control of Health Organizations | 78 | CO |
| 1º | Medical and Healthcare Management Department in the Health System | 78 | CO |
| 1º | Quality Management | 78 | CO |
| 1º | Competency Management | 78 | CO |
| 1º | Patient Safety | 78 | CO |
| 1º | Management of Special and Hospitalization Services | 78 | CO |
| 1º | Quality Accreditation in Healthcare | 78 | CO |
| 1º | Management of Central Services | 78 | CO |
| 1º | Management of Transversal and Primary Services | 78 | CO |
| 1º | Management of Outpatients Services | 78 | CO |
| 1º | Leadership Management | 78 | CO |
| 1º | Decision Making and Time Management | 78 | CO |
| 1º | Creating a Personal Brand | 78 | CO |
| 1º | Internal Communication in Management | 78 | CO |
| 1º | Communication and Marketing in Health | 78 | CO |
| 1º | Teaching and Research Management. Research and Innovation: R&D&I in the Healthcare Environment | 78 | CO |

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*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

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# Executive Master's Degree
## Clinical Management, Medical and Healthcare Administration

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

# Executive Master's Degree
## Clinical Management, Medical and Healthcare Administration

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