# Postgraduate Certificate

## Business Innovation and Entrepreneurship in E-Health

tech global university

tech global university

# Postgraduate Certificate

## Business Innovation and Entrepreneurship in E-Health

- Modality: **online**
- Duration: **6 weeks**
- Certificate: **TECH Global University**
- Credits: **6 ECTS**
- Schedule: **at your own pace**
- Exams: **online**

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

# Index

01

# Introduction

Public and private healthcare requires organizations capable of proposing technological solutions to problems that the old diagnostics are unable to solve. Thanks to industrial innovation, artificial intelligence and Big Data applied to medicine, it has been possible to develop socio-health care and research worldwide. According to the market's need for professionals to deal with unknown viral conditions, it is necessary to have professionals capable of proposing functional structures that streamline and rethink the conventional care model. TECH offers a degree that aims to turn engineering graduates into future entrepreneurs in the E-Health field. To achieve this, teaching is provided 100% online and with audiovisual content that is available to the student anywhere.

*Understand the cost structure and economic revenue streams to undertake a new approach by applying innovative technologies"*

In a context marked by the pandemic, the business world has seen business options. This virus has ended up boosting a sector that was booming in recent years. Estimates suggest that the value of this market will exceed US$426 billion within five years. For this reason, today's Startups that contribute to healthcare development are equipped with technological tools to find solutions to healthcare problems. This has made it possible, so far, to carry out studies at international level and to narrow down possible therapies for unknown infections.

The advantage for professionals who want to enter this market is that, in this case, there is not a sufficient supply of trained specialists in the sector. However, with health care becoming an exceptionally high priority, there is a high demand for these personnel. For this reason, TECH offers a degree that provides engineering graduates with all the knowledge to innovate in the business world, through strategic and effective tools.

In addition, TECH is supported by a team of professionals who work in this field and even have their own research in innovation in health and corporate wellness. Thanks to their experience and the exhaustive and personalized tutoring they offer, students will be able to resolve their doubts at any time and place. You will also have downloadable content in different formats that will provide you with all the information you need to ensure your instruction, even without an Internet connection.

This **Postgraduate Certificate in Business Innovation and Entrepreneurship in E-Health** contains the most complete and up-to-date program on the market. The most important features include:

- The development of case studies presented by experts in corporate health and wellness innovation
- The graphic, schematic and eminently practical contents of the book contain scientific information on those disciplines that are essential for professional practice
- Practical exercises where self-assessment can be used to improve learning
- Its special emphasis on innovative methodologies
- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- The availability of access to content from any fixed or portable device with an Internet connection

*Do not launch a joint venture, differentiate yourself with competitive eHealth strategies and understand how to apply new technologies to daily clinical operations"*

*Still not familiar with CEO techniques? Be involved in business management and apply key sales tools for your business"*

*Explore innovative entrepreneurship in TeleHealth-related companies and become a successful entrepreneur.*

*Are you interested in setting up your own company in the E-Health sector? Sign up to learn about the Lean Startup methodology and do it effectively.*

The program's teaching staff includes professionals from the sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

Its 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 education programmed to learn in real situations.

The design of this program focuses on Problem-Based Learning, by means of which the professional must try to solve the different professional practice situations that are presented throughout the academic course. This will be done with the help of an innovative system of interactive videos made by renowned experts.

02

# Objectives

This Postgraduate Certificate in Business Innovation and Entrepreneurship in E-Health has been designed for today's engineers to bet on futuristic companies. Students who wish to project their engineering background for business entrepreneurship and, above all, to create successful partnerships. TECH will bring students closer to this reality, through audiovisual and downloadable content, which they will also have access to once the program is over. The knowledge will be transmitted in a flexible way so that the user can choose when and how to study.

*The goal of TECH is to educate you as an entrepreneur in the healthcare system so that you yourself can analyze the current companies in the market and know how to be a good rival"*

## General Objectives

- Develop key concepts of medicine that serve as a vehicle to understand clinical medicine
- Determine the major diseases affecting the human body classified by apparatus or systems, structuring each module into a clear outline of pathophysiology, diagnosis, and treatment
- Determine how to obtain metrics and tools for healthcare management
- Understand the basics of basic and translational scientific methodology
- Examine the ethical and best practice principles governing the different types of research in health sciences
- Identify and generate the means of funding, assessing and disseminating scientific research
- Identify the real clinical applications of the various techniques
- Develop the key concepts of computational science and theory
- Determine the applications of computation and its implication in bioinformatics
- Provide the necessary resources to practically apply all the concepts in the modules
- Develop the fundamental concepts of databases
- Determine the importance of medical databases
- Delve into the most important techniques in research
- Identify the opportunities offered by the IoT in the field of e-Health
- Provide specialized knowledge of the technologies and methodologies used in the design, development and assessment of telemedicine systems
- Determine the different types and applications of telemedicine
- Delve into the most common ethical aspects and regulatory frameworks of telemedicine
- Analyze the use of medical devices
- Develop the key concepts of entrepreneurship and innovation in e-Health
- Determine what a business model is and the types that exist
- Collect e-Health success stories and mistakes to avoid
- Apply the knowledge acquired to an original business idea

## Specific objectives

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

*Enroll in this Postgraduate Certificate to learn about entrepreneurship and innovation tools such as OSINT and stand out in the professional market"*

03

# Course Management

To guide engineers who wish to set up their own business, TECH has a professional team of experts in E-Health research who have created their own virtual training centers for pathologies in this market. The teachers who teach this degree will be at the student's disposal to provide personalized and specific tutoring in this area, which will allow the student to obtain the degree in a simple way. The study of this subject is designed so that, upon completion, students will be able to enter the professional sector in E-Health.

*Become a specialist in healthcare entrepreneurship and create business models with the knowledge of healthcare professionals"*

## Management

### Ms. Sirera Pérez, Ángela

- Biomedical Engineer expert in Nuclear Medicine and exoskeleton design
- Designer of specific parts for 3D printing at Technadi
- Technician in the Nuclear Medicine area of the University Clinic of Navarra
- Degree in Biomedical Engineering from the University of Navarra
- MBA and Leadership in Healthcare and Medical Technology Companies

## Professors

### Ms. Crespo Ruiz, Carmen

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

04

# Structure and Content

The syllabus of this Postgraduate Certificate in Business Innovation and Entrepreneurship in E-Health has been carefully designed by experts working in business innovation, E-Health strategy and artificial intelligence. The teaching team will share all their knowledge with engineering graduates who want to plan their own business and require specific guidelines for a successful approach. To achieve this, TECH applies the Relearning methodology, which will facilitate the assimilation of content in a progressive, simple and optimal way, making students forget about memory exercises that require long hours.

*Analyze the strategies used by E-Health companies to turn your business into a competitive company and maximize your profits"*

## **Module 1.** Business Innovation and Entrepreneurship in E-Health

1.1. Entrepreneurship and Innovation
- 1.1.1. Innovation
- 1.1.2. Entrepreneurship
- 1.1.3. Startups

1.2. Entrepreneurship in E-Health
- 1.2.1. Innovative E-Health Market
- 1.2.2. Verticals in E-Health: M-Health
- 1.2.3. TeleHealth

1.3. Business Models I: First Stages in Entrepreneurship
- 1.3.1. Types of Business Models
  - 1.3.1.1. Marketplaces
  - 1.3.1.2. Digital Platforms
  - 1.3.1.3. SaaS
- 1.3.2. Critical Elements in the Initial Phase. The Business Idea
- 1.3.3. Common Mistakes in the First Stages of Entrepreneurship

1.4. Business Models II: Business Model Canvas
- 1.4.1. Canvas Business Model
- 1.4.2. Value proposition
- 1.4.3. Key Activities and Resources
- 1.4.4. Customer Segments
- 1.4.5. Customer Relationships
- 1.4.6. Distribution Channels
- 1.4.7. Partnerships
  - 1.4.7.1. Cost Structure and Revenue Streams

1.5. Business Models III: Lean Startup Methodology
- 1.5.1. Create
- 1.5.2. Validate
- 1.5.3. Measure
- 1.5.4. Decide



1.6. Business Models IV: External, Strategic and Normative Analysis
- 1.6.1. Red Ocean and Blue Ocean Strategies
- 1.6.2. Value Curves
- 1.6.3. Applicable E-Health Regulations

1.7. Successful E-Health Models I: Knowing Before Innovating
- 1.7.1. Analysis of Successful E-Health Companies
- 1.7.2. Analysis of Company X
- 1.7.3. Analysis of Company Y
- 1.7.4. Analysis of Company Z

1.8. Successful E-Health Models II: Listening before Innovating
- 1.8.1. Practical Interview: e-Health Startup CEO
- 1.8.2. Practical Interview: "Sector X" Startup CEO
- 1.8.3. Practical Interview: "Startup X" Technical Management

1.9. Entrepreneurial Environment and Funding
- 1.9.1. Entrepreneur Ecosystems in the Health Sector
- 1.9.2. Financing
- 1.9.3. Funding

1.10. Practical Tools in Entrepreneurship and Innovation
- 1.10.1. Open-Source Intelligence (OSINT)
- 1.10.2. Analysis
- 1.10.3. No-Code Tools in Entrepreneurship

*A degree that will give you the keys to the Marketplace so you can project your business in the entrepreneurial paradigm of applied technology in medicine"*

05

# Methodology

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

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

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

## 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"*


*You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.*

*The student will learn to solve complex situations in real business environments through collaborative activities and real cases.*

## A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. 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 professional reality is taken into account.

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

The case method is the most widely used learning system in the best faculties in the world. 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 that you are presented with in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

## Relearning Methodology

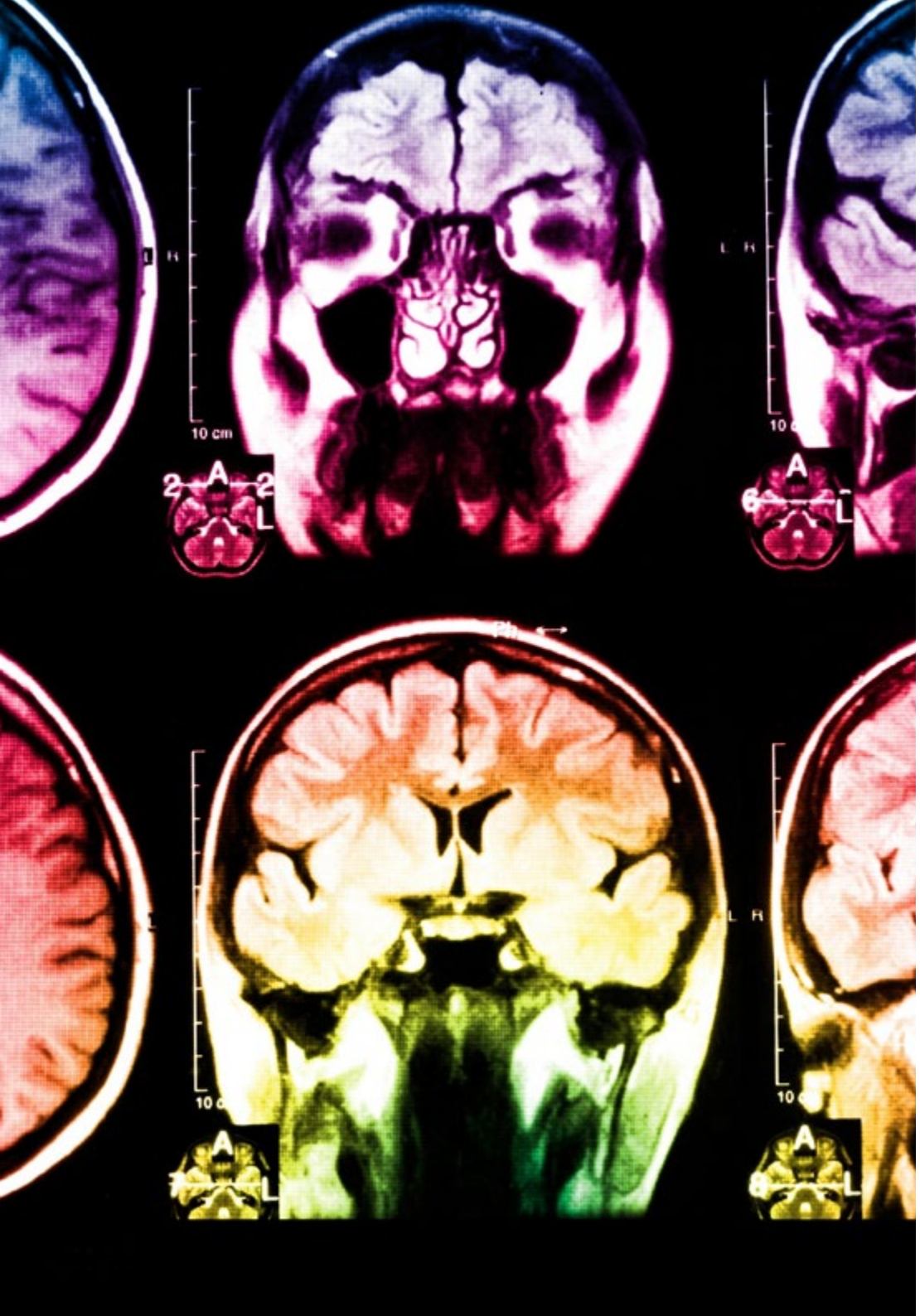
TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

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

*In 2019, we obtained the best learning results of all online universities in the world.*

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 university is the only one in the world authorized to employ 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.



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. This methodology has 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, and financial markets and 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 training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for 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.

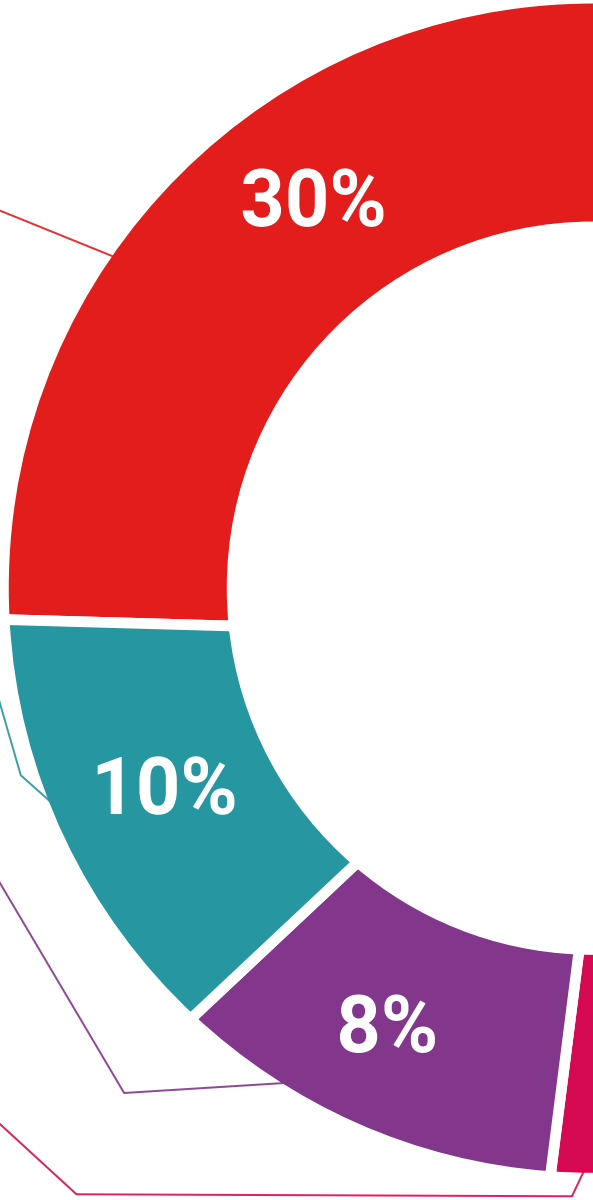
Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

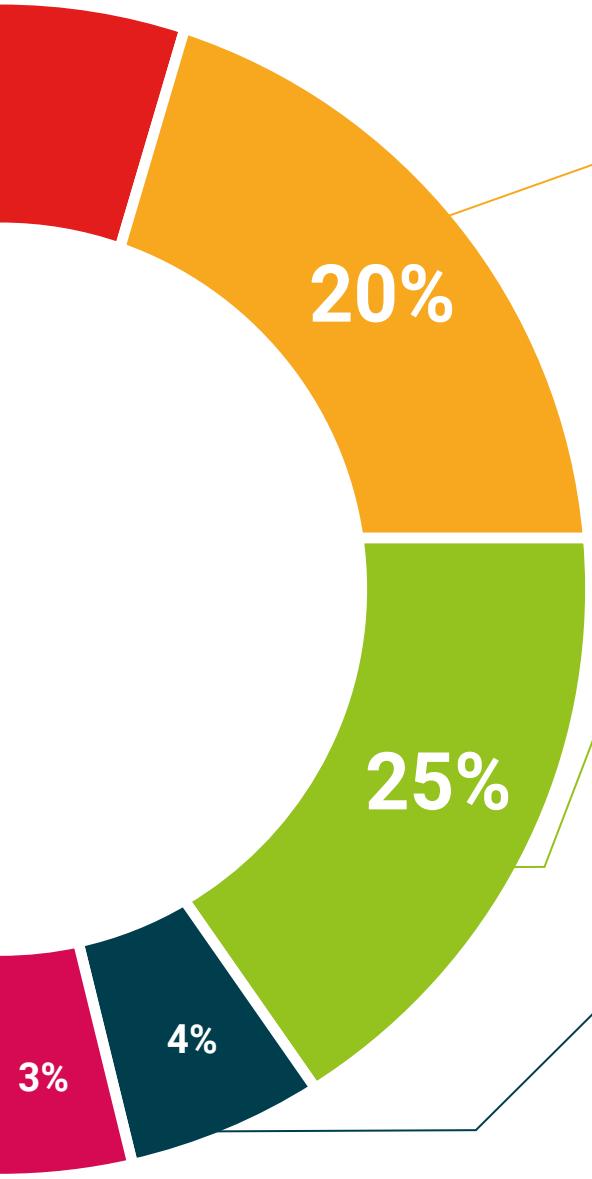
### Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.

### 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.






### 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 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.

06

# Certificate

The Postgraduate Certificate in Business Innovation and Entrepreneurship in E-Health guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.

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

This program will allow you to obtain your **Postgraduate Certificate in Business Innovation and Entrepreneurship in E-Health** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra (***official bulletin***). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Business Innovation and Entrepreneurship in E-Health**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**


tech global university

Mr./Ms. _____, with identification document _____
has successfully passed and obtained the title of:

**Postgraduate Certificate in Business Innovation and Entrepreneurship in E-Health**

This is a program of 180 hours of duration equivalent to 6 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Rector

This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country. Unique TECH Code: AFWORD23S techtitute.com/certificates

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


tech global university

# Postgraduate Certificate

## Business Innovation and Entrepreneurship in E-Health

- Modality: **online**
- Duration: **6 weeks**
- Certificate: **TECH Global University**
- Credits: **6 ECTS**
- Schedule: **at your own pace**
- Exams: **online**

# Postgraduate Certificate

## Business Innovation and Entrepreneurship in E-Health

tech global university