

# Postgraduate Certificate Business Innovation and Entrepreneurship in E-Health





## 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.techtute.com/us/information-technology/postgraduate-certificate/business-innovation-entrepreneurship-e-health](http://www.techtute.com/us/information-technology/postgraduate-certificate/business-innovation-entrepreneurship-e-health)

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# 01

# Introduction

The capacity for entrepreneurship and innovation in the business sector has always ended up benefiting the health care field, and this takes on even more significance with the expansion of e-Health. In this sense, there are many startup projects whose solutions have responded to the needs of the medical sector, so this program is a unique opportunity to update in this area. Through it, students will analyze the business models that have been carried out and the most successful ones related to e-Health, always focusing on practical tools that will be extremely useful in the graduate's career. Undoubtedly, a great specialization to study completely online.



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*This is your opportunity to analyze  
the most successful business models  
related to e-Health”*

Business innovation and entrepreneurship in e-Health requires a user-centric approach, as well as a deep understanding of the market and industry trends, collaboration opportunities and financing, as well as creating integrated solutions that address complex health system challenges. Such solutions must be accessible, easy to use and adaptable to the needs of patients and health care professionals.

For this reason, it is imperative that the business sector continues to promote the search for new technological tools that promote Telemedicine, and the student will be able to update in this area with all the guarantees thanks to TECH. This will allow them to handle with ease highly effective practical instruments for entrepreneurship and innovation in this area, especially with *No-code*.tools.

Through the contents of the Postgraduate Certificate, you will examine the importance of the figure of the startup as a key player in the creation of e-Health solutions, and then go through the early stages of entrepreneurship and the most common mistakes. This is just a sample of all the interesting topics that will be studied during 180 hours of academic experience. In this educational cycle, students will be virtually accompanied by a remarkable teaching team, so they have all the ingredients to launch their professional career.

This **Postgraduate Certificate in Business Innovation and Entrepreneurship in E-Health** contains the most complete and updated program on the market. It's most outstanding features are:

- ◆ The development of case studies presented by experts in business innovation and e-Health entrepreneurship
- ◆ The graphic, schematic and eminently practical contents with which it is conceived, collect technological and practical information on those disciplines that are essential for professional practice
- ◆ The practical exercises where the self-evaluation 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



*Are you interested in the Lean Startup methodology? With this Postgraduate Certificate you will analyze it as the basis of business models in e-Health"*

“

*A tremendously comprehensive Postgraduate Certificate in which you will learn the keys of prestigious startup CEOs that have had a great impact on the health care sector”*

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

Its multimedia content, developed with the latest educational technology, will allow the professional a situated and contextual learning, that is, a simulated environment that will provide an immersive training programmed to train in real situations.

The design of this program focuses on Problem-Based Learning, in which the professional will have to try to solve the different professional practice situations that will arise throughout the academic course. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

*Thanks to this program, you will masterfully identify the essential elements of the entrepreneurial ecosystem in the field of health care.*

*180 hours of updated educational materials including case studies in which you will test your skills in e-Health business innovation.*



# 02 Objectives

This Postgraduate Certificate is based on the latest entrepreneurial tools and innovative methodologies to provide students with a comprehensive specialization, allowing them to develop as entrepreneurs providing e-Health solutions to the health sector. This will be achieved through the use of advanced educational technologies that will facilitate the design of propositions with value and analytical strategies essential to move effectively in the market.





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*The objectives of this program will make you an entrepreneur with excellent analytical skills when investing in e-Health projects”*



## General Objectives

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- ◆ 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 health care management
- ◆ Understand the basics of basic and translational scientific methodology
- ◆ Examine the ethical principles and good practices that govern the different types of health sciences research.
- ◆ Identify and generate the means of funding, assessing and disseminating scientific research
- ◆ Identify the real clinical applications of the various techniques
- ◆ Develop the key concepts of computational science and theory
- ◆ Determine the applications of computation and its implication in bioinformatics
- ◆ Provide the necessary resources to practically apply all the concepts in the modules
- ◆ Develop the fundamental concepts of databases
- ◆ Determine the importance of medical databases
- ◆ Delve into the most important techniques in research
- ◆ Identify the opportunities offered by the IoT in the field of eHealth
- ◆ Provide specialized knowledge of the technologies and methodologies used in the design, development and assessment of telemedicine systems
- ◆ Determine the different types and applications of telemedicine
- ◆ Delve into the most common ethical aspects and regulatory frameworks of telemedicine
- ◆ Analyze the use of medical devices
- ◆ Develop the key concepts of entrepreneurship and innovation in eHealth
- ◆ Determine what a business model is and the types that exist
- ◆ Collect eHealth success stories and mistakes to avoid
- ◆ Apply the knowledge acquired to an original business idea



## Specific Objectives

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- ◆ Analyze the eHealth market in a systematic and structured way
- ◆ Learn the key concepts of innovative ecosystems
- ◆ Create businesses using the Lean Startup methodology
- ◆ Analyze the market and competitors
- ◆ Find a solid value proposition in the marketplace
- ◆ Identify opportunities and minimize rates of error
- ◆ Handle practical tools to analyze the environment and to quickly test and validate business ideas



*By achieving the goals, you will expertly segment your customers with precision and establish reliable cost structures and revenue streams"*

# 03

# Course Management

TECH has brought together in this program a solid teaching team that has excelled in business entrepreneurship in the field of e-Health. In this line, the faculty includes experts who have held management positions in companies dedicated to innovation in health, in addition to having launched projects on virtual training for various pathologies. Likewise, professors and students will remain in close contact online via the Virtual Campus



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*You will succeed under the guidance  
of experts who have led companies  
dedicated to innovation in health"*

## 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 Health care 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 at CEEI CIUDAD REAL
- ◆ Co-founder of Thinking Makers Consultancy and Training in Data Protection at 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 by the Cátedra Carlos III & King Juan Carlos University, with the endorsement of the National Intelligence Center (CNI)
- ◆ Advanced Executive Program on Data Protection Officer

# 04

## Structure and Content

With a duration of 180 hours, condensed in 6 weeks of an online academic cycle, the syllabus of the Postgraduate Certificate in Business Innovation and Entrepreneurship in E-Health offers the most updated vision that exists in the market on this subject. Additionally, it uses *Relearning* as a methodological substrate, which provides an individualized educational itinerary in which, based on the reiteration of dynamic resources, greatly facilitates the internalization of the concepts.





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*A syllabus by and for you: enjoy an individualized educational itinerary in e-Health entrepreneurship”*

## Module 1. Business Innovation and Entrepreneurship in eHealth

- 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 eHealth 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 eHealth Regulations



- 1.7. Successful eHealth Models I: Knowing Before Innovating
  - 1.7.1. Analysis of Successful eHealth 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. OSINT (Open Source Intelligence) Tools
  - 1.10.2. Analysis
  - 1.10.3. No-Code Tools in Entrepreneurship

“*A program that you can access anytime, anywhere with just a PC or tablet to deepen your understanding of the financing of business models”*



# 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.

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*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 has been the most widely used learning system among the world's leading Information Technology 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 that you are presented with in the case method, an action-oriented learning method. Throughout the course, students 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 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, in addition to the most rigorous and updated training, access to a Postgraduate Certificate issued by TECH Global University.



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*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 in E-Health**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
development language  
classroom



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