Advanced Master's Degree
MBA in Medical Management and Service Leadership

tech global university

Advanced Master's Degree
MBA in Medical Management and Service Leadership

» Modality: **online**
» Duration: **2 years**
» Certificate: **TECH Global University**
» Credits: **120 ECTS**
» Schedule: **at your own pace**
» Exams: **online**

Website: **www.techtitute.com/us/medicine/advanced-master-degree/advanced-master-degree-mba-medical-management-service-leadership**

Index

01
Introduction

Introducing management skills to the managers of healthcare centers is essential for them to acquire the necessary knowledge and skills to achieve business success. If you are looking for the most complete training in this field, don't think twice, at TECH we have compiled everything you need to know about MBA and clinical management and medical and healthcare management in a single program. A unique specialization that will give you a boost to your career.

We offer you a specialization that meets the current needs of clinical management so that you can develop your activity with total guarantees of success"

In the healthcare structure, clinical management and medical and care management have become areas that need to be studied extensively to avoid possible errors that could alter the development of the healthcare center. Therefore, training in this area is necessary for physicians who hold or may hold positions of responsibility in health care, whether as middle managers, in health care and medical management, or in management positions.

The new challenges of the sector, such as the approach to complexity and chronicity, the relationships between professional groups, citizens (as users - patients - clients) and suppliers, the development of new health technologies, the need to increase efficiency in the use of resources, assume the new leadership, participative and transparent, or gain its position in the interdisciplinary team, are challenges to be addressed in order to achieve business success.

Throughout this specialization, the student will learn all of the current approaches to the different challenges posed by their profession. A high-level step that will become a process of improvement, not only on a professional level, but also on a personal level.

This challenge is one of TECH's social commitments: to help highly qualified professionals to specialize and develop their personal, social and work skills during the course of their training.

We will not only take you through the theoretical knowledge we offer, but we will introduce you to another way of studying and learning, one which is simpler, more organic, and efficient. We will work to keep you motivated and to develop your passion for learning, helping you to think and develop critical thinking skills. And we will push you to think and develop critical thinking.

This **Advanced Master's Degree: MBA in Medical Management and Service Leadership** contains the most complete and up-to-date scientific program on the market. The most important features include:

- The latest technology in online teaching software
- A highly visual teaching system, supported by graphic and schematic contents that are easy to assimilate and understand
- Practical cases presented by practising experts
- State-of-the-art interactive video systems
- Teaching supported by remote education
- Continuous updating and retraining systems
- Autonomous learning: full compatibility with other occupations
- Practical exercises for self-evaluation and learning verification
- Support groups and educational synergies: questions to the expert, debate and knowledge forums
- Communication with the teacher and individual reflection work
- Content that is accessible from any, fixed or portable device with an Internet connection
- The banks of supplementary documentation permanently available, even after training

A high level scientific educational program, supported by advanced technological development and the teaching experience of the best professionals"

" *An educational program created for professionals who aspire to excellence that will allow you to acquire new skills and strategies in a smooth and effective way"*

Our teaching staff is made up of working professionals. In this way we ensure that we deliver the educational update we are aiming for. A multidisciplinary staff of trained and experienced professionals from a variety of environments, who will develop theoretical knowledge in an efficient manner, but above all, will put at the service of specialization the practical knowledge derived from their own experience.

This mastery of the subject matter is complemented by the effectiveness of the methodological design of this Advanced Master's Degree. Developed by a multidisciplinary team of e-learning experts, it integrates the latest advances in educational technology. This way, you will be able to study with a range of comfortable and versatile multimedia tools that will give you the operability you need in your education.

The design of this program is based on Problem-Based Learning, an approach that conceives learning as a highly practical process. To achieve this remotely, we will use telepractice learning. With the help of an innovative interactive video system and learning *from an expert*, to acquire the knowledge as if you were facing the scenario you are learning at that moment. A concept that will allow you to integrate and fix learning in a more realistic and permanent way.

We offer you a deep and complete immersion in the strategies and approaches necessary for healthcare management.

We have the best teaching methodology and a multitude of simulated cases that will help you prepare for real situations.

02
Objectives

Our objective is to prepare highly qualified professionals for the working An objective that is complemented, moreover, in a global manner, by promoting human development that lays the foundations for a better society. This objective is focused on helping professionals reach a much higher level of expertise and control. A goal that you can take for granted, with high intensity and precision training.

If your goal is to improve in your profession, to acquire a qualification that will enable you to compete among the best, then look no further: Welcome to TECH"

General Objectives

- Define the latest trends and developments in business management
- Build a plan for the development and improvement of personal and managerial skills
- Develop strategies to carry out decision-making in a complex and unstable environment
- Develop the ability to detect, analyze and solve and problem solving
- Develop the skills required to manage business activities strategically
- Explain the company from a global point of view, as well as the responsibility developed by each area of the company
- Design innovative strategies and policies to improve management and business efficiency
- Formulate and implement growth strategies that adapt the company to changes in the national and international environment
- Analyze the theories and models regarding the organization and functioning of Healthcare Systems, focusing on their political, social, legal, economic and organizational structure
- 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

- 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
- Describe the principles of clinical management that allow for planning, organization, management and evaluation of a center, service or care unit
- Showcase and evaluate advanced clinical and health management initiatives and experiences
- Train professionals to improve their problem-solving and decision-making using basic skills in daily clinical and healthcare management

Specific Objectives

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

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

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

- 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

- 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

- 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

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

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

- 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

- Develop the ability to analyze different health benefits

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

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

- Apply health accreditation approaches to different types of organizations and health centers

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

- Interpret and appropriately apply the most appropriate tools in each context for valuation and clinical decision making

- Design and lead improvement, innovation and transformation processes in the units, services and centers

- Identify, understand and integrate managerial skills into daily health management procedures

- Manage scientific databases for carrying out reviews and bibliographic searches of scientific studies

- Conduct a critical and in-depth study on the complexity and chronicity of care and assistance in the health system

- Communicate result findings after having analyzed, evaluated, and synthesized the data

"

We are the largest online university in the world and we want to help you improve your future"

03
Skills

Once all the contents have been studied and the objectives of the Advanced Master's Degree in Medical Management and Service Leadership have been achieved, the professional will have superior competence and performance in this area. A comprehensive approach, in a top-level qualification, that makes all the difference.

" *Achieving excellence in any profession requires effort and perseverance. But, above all, the support of professionals, who will give you the boost you need, with the necessary means and assistance. At TECH, we offer you everything you need"*

General Skills

- Possess and understand knowledge that provides a basis or opportunity to be original in the development and/or application of ideas, often in a research context

- Know how to apply acquired knowledge and problem-solving skills in new or unfamiliar environments within broader (or multidisciplinary) contexts related to the field of study

- Integrate knowledge and face the complexity of making judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities linked to the application of their knowledge and judgments

- Know how to communicate conclusions, knowledge, and supporting arguments to specialized and non-specialized audiences in a clear and unambiguous way

- Acquire the learning skills that will enable further studying in a largely self-directed or autonomous manner

Specific Skills

- Plan health services and structures from a clinical management perspective, taking into account the differences in the organizational models and experiences of the National Health System and other entities of international projection, providing the future trends and needs of the health system

- Identify clinical and health management tools and resources, favoring both the best possible quality of care and the optimal management of available care resources, including both social and economic costs, based on continuity of care

- Improve care for complexity and chronicity by acquiring the necessary information on the interrelation and coordination with the health department

- Incorporate the new developments on program contracts in a health area, as well as the design of budgets and subsequent cost control, assessing and interpreting financial and socioeconomic results of the various clinical processes.

- Evaluate the medical and healthcare division using bioethical criteria and good health governance, in a multi and interdisciplinary manner.

- Carry out the functions of health manager generating individual and collective critical reflection of each style of work, both individual and teamwork, within the organizational health setting.

- To acquire the fundamentals and principles of health economics applied to the field of clinical management in the areas of clinical management, professional-talent management and economic management.

- To develop an updated management of users - patients - clients with the main elements and systems of care quality management and clinical safety, improving the satisfaction and loyalty of the people - patients - clients as well as of the professionals who attend them and their work environment.

- Define and use the basic concepts of Clinical and Healthcare management for organizing the various inpatient services, central services, special services and hospital support services, as well as primary care and outpatient care, in a complex and chronic patient management environment

- Describe the actors in the field of health and their current and future relationships with health professionals, especially physicians, as well as the main aspects of our health system, with its current and future developments

- Apply leadership management tools, decision making and, in short, management skills, even favoring the generation of an adequate "personal brand" and starting from communication and marketing, both external and internal to the health organization.

Our goal is very simple: to offer you a quality specialization with the best teaching system of the moment, so that you can achieve excellence in your profession"

04

Course Management

The program's teaching staff includes leading experts, who bring their work experience to this training. Additionally, other recognized specialists participate in its design and preparation, which means that the program is developed in an interdisciplinary manner.

We have an excellent team of professionals who have come together to teach you the latest advances in the field, so that you can develop your profession with total security"

Management

Dra Carrasco González, Mercedes

- Attending Physician in Intensive Care Medicine at Hospital Clínico San Juan Alicante
- Professional Master's Degree in Health Management and Planning for Health Executives
- Director of the Alicante Emergency Health Services (S.E.S.) for 10 years, with coordination and management functions across all human and technical resources involved in Emergency Care in the province of Alicante.
- S.E.S. (Emergency Health Services) Director Valencian Community, assuming the joint management of the three provinces for 2 years
- LEAD Diploma (Specialization in Leadership and Transformation in Welfare Organizations and Systems), with the best academic record in her class (2014-2015).
- EADA Diploma in Hospital Management Techniques
- Clinical Simulation Instructor at Harvard University

Professors

Dr. Arenas, Carlos Alberto
- Specialist Doctor in Public Health and Preventive Medicine
- Manager of Area IX Vega Alta del Segura in the Murcia Health Service.
- Vice President Economics and Health Foundation

Dr. Bermúdez Pestonit, Isabel
- Medical specialist in General and Digestive Surgery
- Former Director of Assistance Processes of the EOXI of Lugo, Cervo and Monforte.
- Master's Degree in Health Planning and Management.. Universidad Europea

Dr. Burón, Ricardo
- General Director of the Spanish Society of Digestive Pathology and the FEAD Foundation
- Master's Degree in Strategic Management in Scientific Organizations. ESADE
- Professional Master's Degree in Health Management and Planning. SEDISA. Universidad Europea

Dr. Cervera Pérez, Inmaculada
- Specialist in Family and Community Medicine
- Specialization Diploma in Leadership and Transformation of Health Organizations and Systems. Deusto Bussines School Health

- Former Medical Director of Primary Care in the Requena Department

Dr. Cueto Serrano, María Mercedes
- Degree in Medicine and Surgery
- Canary Islands Emergency Plan Coordinator
- Former Managing Director of the Ntra. Sra. de Candelaria University Hospital Canary Islands Health Service

Dr. De Juan García, Susana
- Degree in Medicine and Surgery
- Director at the Continued Care Unit of the Niño Jesús Pediatric University Hospital
- Former Medical Director of the Infanta Leonor University Hospital

Dr. Fernández Ratero, José Antonio
- Degree in Medicine and Surgery
- Head of the Intensive Care Service at Hospital Universitario de Burgos
- Diploma in Clinical Management. National School of Health

Dr. León Rodríguez, Carlos
- Family Physician. Cantabria Health Service
- Former Managing Director of the Cantabrian Health Service.
- Former General Director of Health Care and Management of the Government of Cantabria

Siro Lleras Muñoz
- Degree in Medicine and Surgery
- Technical Director of Primary Care

- Regional Health Management (Sacyl) in the Regional Government of Castilla y León

Miguel Ángel Máñez Ortiz
- Economist
- Director of Human Resources of the University Hospital of Fuenlabrada
- IESE Senior Management Program for Welfare Institutions

Dr. Miguel Ángel Ortiz Dr. Valdivielso
- Degree in Medicine and Surgery
- Managing Director of Hospital Universitario de Burgos
- IESE Senior Management Program for Welfare Institutions

Dr. Carmen Rodríguez Pajares
- Medical Director at the University Hospital of Burgos
- IESE Senior Management Program for Welfare Institutions
- Medical Management Program. IE Business School

A high-level specialization created by an elite faculty"

05

Structure and Content

The contents of this specialization have been developed by different professors, with a clear purpose: to ensure that our students acquire each and every one of the skills necessary to become true experts in this field. The content of this Advanced Master's Degree will allow you to learn all aspects of the different disciplines involved in this area. A complete and well-structured program that will take you to the highest standards of quality and success.

"Through a very well compartmentalized development, you will be able to access the most advanced knowledge of the moment to specialize in this exciting field"

Module 1. Leadership, Ethics, and CSR

1.1. Globalization and Governance
- 1.1.1. Globalization and Trends: Market Internationalization
- 1.1.2. Economic Environment and Corporate Governance
- 1.1.3. Accountability

1.2. Leadership
- 1.2.1. Intercultural Environment
- 1.2.2. Leadership and Business Management
- 1.2.2. Management Roles and Responsibilities

1.3. Business ethics
- 1.3.1. Ethics and Integrity
- 1.3.2. Ethical Behavior in Companies
- 1.3.3. Deontology, Codes of Ethics and Codes of Conduct
- 1.3.4. Fraud and Corruption Prevention

1.4. Sustainability
- 1.4.1. Business and Sustainable Development
- 1.4.2. Social, Environmental, and Economic Impact
- 1.4.3. The 2030 Agenda and the SDGs

1.5. Corporate Social Responsibility
- 1.5.1. Corporate Social Responsibility
- 1.5.2. Roles and Responsibilities
- 1.5.3. Implementing Corporate Social Responsibility

Module 2. Strategic Direction and Executive Management

2.1. Organizational Analysis and Design
- 2.1.1. Organizational Culture
- 2.1.2. Organisational analysis
- 2.1.3. Designing the Organizational Structure

2.2. Corporate Strategy
- 2.2.1. Corporate-Level Strategy
- 2.2.2. Types of Corporate-Level Strategies
- 2.2.3. Determining the Corporate Strategy
- 2.2.4. Corporate Strategy and Reputational Image

2.3. Strategic Planning and Strategy Formulation
- 2.3.1. Strategic Thinking
- 2.3.2. Strategic Planning and Formulation
- 2.3.3. Sustainability and Corporate Strategy

2.4. Strategy Models and Patterns
- 2.4.1. Wealth, Value, and Return on Investments
- 2.4.2. Corporate Strategy: Methods
- 2.4.3. Growing and Consolidating the Corporate Strategy

2.5. Strategic Management
- 2.5.1. Strategic Mission, Vision, and Values
- 2.5.2. The Balanced Scorecard
- 2.5.3. Analyzing, Monitoring, and Evaluating the Corporate Strategy
- 2.5.4. Strategic Management and Reporting

2.6. Implementing and Executing Strategy
- 2.6.1. Implementing the Strategy: Objectives, Actions, and Impacts
- 2.6.2. Supervision and Strategic Alignment
- 2.6.3. Continuous Improvement Approach

2.7. Executive Management
- 2.7.1. Integrating Functional Strategies into the Global Business Strategies
- 2.7.2. Management Policy and Processes
- 2.7.3. Knowledge Management

3.6. Executive Communication
    3.6.1. Performance Analysis
    3.6.2. Leading Change. Resistance to Change
    3.6.3. Managing Change Processes
    3.6.4. Managing Multicultural Teams
3.7. Team Management and People Performance
    3.7.1. Multicultural and Multidisciplinary Environment
    3.7.2. Team and People Management
    3.7.3. Coaching and People Performance
    3.7.4. Executive Meetings: Planning and Time Management
3.8. Knowledge and Talent Management
    3.8.1. Identifying Knowledge and Talent in Organizations
    3.8.2. Corporate Knowledge and Talent Management Models
    3.8.3. Creativity and Innovation

Module 4. Economic and Financial Management

4.1. Economic Environment
    4.1.1. Organizational Theory
    4.1.2. Key Factors for Change in Organizations
    4.1.3. Corporate Strategies, Types, and Knowledge Management
4.2. Executive Accounting
    4.2.1. International Accounting Framework
    4.2.2. Introduction to the Accounting Cycle
    4.2.3. Company Financial Statements
    4.2.4. Analysis of Financial Statements: Decision-Making
4.3. Budget and Management Control
    4.3.1. Budgetary Planning
    4.3.2. Management Control: Design and Objectives
    4.3.3. Supervision and *Reporting*
4.4. Corporate Tax Responsibility
    4.4.1. Corporate Tax Responsibility
    4.4.2. Tax Procedure: Case-Country Approach

4.5. Corporate Control Systems
    4.5.1. Types of Control
    4.5.2. Regulatory Compliance
    4.5.3. Internal Auditing
    4.5.4. External Auditing
4.6. Financial Management
    4.6.1. Introduction to Financial Management
    4.6.2. Financial Management and Corporate Strategy
    4.6.3. Chief Financial Officer (CFO): managerial competencies
4.7. Financial Planning
    4.7.1. Business Models and Financing Needs
    4.7.2. Financial Analysis Tools
    4.7.3. Short-Term Financial Planning
    4.7.4. Long-Term Financial Planning
4.8. Corporate Financial Strategy
    4.8.1. Corporate Financial Investments
    4.8.2. Strategic Growth: Types
4.9. Macroeconomic Context
    4.9.1. Macroeconomic Analysis
    4.9.2. Economic Indicators
    4.9.3. Economic Cycle
4.10. Strategic Financing
    4.10.1. Banking Business: Current Environment
    4.10.2. Risk Analysis and Management
4.11. Money and Capital Markets
    4.11.1. Fixed Income Market
    4.11.2. Equity Market
    4.11.3. Valuation of Companies
4.12. Analyzing and Solving Cases/Problems
    4.12.1. Problem Solving Methodology
    4.12.2. Case Method

Module 5. Operations and Logistics Management

5.1. Operations Management
- 5.1.1. Define the Operations Strategy
- 5.1.2. Supply Chain Planning and Control
- 5.1.3. Indicator Systems

5.2. Purchasing Management
- 5.2.1. Stock Management
- 5.2.2. Warehouse Management
- 5.2.3. Purchasing and Procurement Management

5.3. Supply Chain Management (1)
- 5.3.1. Costs and Efficiency of the Operations Chain
- 5.3.2. Change in Demand Patterns
- 5.3.3. Change in Operations Strategy

5.4. Supply Chain Management (2). Implementation
- 5.4.1. Lean Manufacturing/Lean Thinking
- 5.4.2. Logistics Management
- 5.4.3. Purchasing

5.5. Logistical Processes
- 5.5.1. Organization and Management by Processes
- 5.5.2. Procurement, Production, Distribution
- 5.5.3. Quality, Quality Costs, and Tools
- 5.5.4. After-Sales Service

5.6. Logistics and Customers
- 5.6.1. Demand Analysis and Forecasting
- 5.6.2. Sales Forecasting and Planning
- 5.6.3. Collaborative Planning, Forecasting, and Replacement

5.7. International Logistics
- 5.7.1. Customs, Export and Import processes
- 5.7.2. Methods and Means of International Payment
- 5.7.3. International Logistics Platforms

5.8. Competing through Operations
- 5.8.1. Innovation in Operations as a Competitive Advantage in the Company
- 5.8.2. Emerging Technologies and Sciences
- 5.8.3. Information Systems in Operations

Module 6. Information Systems Management

6.1. Information Systems Management
- 6.1.1. Business Information Systems
- 6.1.2. Strategic Decisions
- 6.1.3. The Role of the CIO

6.2. Information Technology and Business Strategy
- 6.2.1. Company and Industry Sector Analysis
- 6.2.2. Online Business Models
- 6.2.3. The Value of IT in a Company

6.3. IS Strategic Planning
- 6.3.1. The Process of Strategic Planning
- 6.3.2. Formulating the IS Strategy
- 6.3.3. Strategy Implementation Plan

6.4. Information Systems and Business Intelligence
- 6.4.1. CRM and *Business Intelligence*
- 6.4.2. *Business Intelligence Project Management*
- 6.4.3. *Business Intelligence Architecture*

6.5. New ICT-Based Business Models
- 6.5.1. Technology-Based Business Models
- 6.5.2. Innovation Abilities
- 6.5.3. Redesigning the Value Chain Processes

6.6. E-Commerce
- 6.6.1. E-Commerce Strategic Plan
- 6.6.2. Logistics Management and Customer Service in E-Commerce
- 6.6.3. E-Commerce as an Internationalization Opportunity

Module 7. Commercial Management, Marketing, and Corporate Communication

7.6. Corporate Communication
- 7.6.1. Internal and External Communication
- 7.6.2. Communication Departments
- 7.6.3. Communication Managers: Managerial Skills and Responsibilities

7.7. Corporate Communication Strategy
- 7.7.1. Corporate Communication Strategy
- 7.7.2. Communication Plan
- 7.7.3. Press Release/*Clipping*/Publicity Writing

Module 8. Innovation and Project Management

8.1. Innovation
- 8.1.1. Macro Concept of Innovation
- 8.1.2. Types of Innovation
- 8.1.3. Continuous and Discontinuous Innovation
- 8.1.4. Training and Innovation

8.2. Innovation Strategy
- 8.2.1. Innovation and Corporate Strategy
- 8.2.2. Global Innovation Project: Design and Management
- 8.2.3. Innovation Workshops

8.3. Business Model Design and Validation
- 8.3.1. The Lean Startup Methodology
- 8.3.2. Innovative Business Initiative: Stages
- 8.3.3. Financing Arrangements
- 8.3.4. Model Tools: Empathy Map, Canvas Model, and Metrics
- 8.3.5. Growth and Loyalty

8.4. Project Management
- 8.4.1. Innovation Opportunities
- 8.4.2. Feasibility Study and Proposal Specification
- 8.4.3. Project Definition and Design
- 8.4.4. Project Execution
- 8.4.5. Project Closure

Module 9. Management and Economic Assessment

9.1. Funding Models
9.2. Cost Calculation
- 9.2.1. Weighting and Calculation of Health Costs
  - 9.2.1.1. Cost/Benefit
  - 9.2.1.2. Cost/Utility
  - 9.2.1.3. Cost/Productivity

9.3. Efficiency and Sustainability of Health Systems
- 9.3.1. Financial Situation of the Public Health System, Sustainability Crisis
- 9.3.2. Spending for Health Benefits. Comparison of Investments for Further Health Benefits
- 9.3.3. Expenditure Control in the Public Health System

9.4. Management Agreements
9.5. Budget and Purchasing
9.6. Purchasing, Contracting and Supplies
- 9.6.1. Purchasing Management. Purchasing and Procurement Commissions
- 9.6.2. Integrated Procurement Systems. Centralized Purchasing
- 9.6.3. Management of Public Service Procurement: Competitions, Bid for Tenders
- 9.6.4. Hiring in the Private Sector
- 9.6.5. Supply Logistics

9.7. Staffing and Performance Calculations
9.8. Budget Management
9.9. Supplier Negotiation

Module 10. People and Talent Management

10.1. Rights and Responsibilities. Retributions
- 10.1.1. Worker's Statute. Rights and Responsibilities
- 10.1.2. Statutory and Civil Servant Personnel. Status of Statutory Personnel. Disciplinary Regime. Incompatibilities
- 10.1.3. Remuneration of Civil Servants and Statutory Personnel
- 10.1.4. Labor Personnel in Public Administrations and Private Institutions
- 10.1.5. Trade Unions. Representation, Participation and Collective Bargaining. Personnel Boards and Works Councils

Module 11. Clinical Management

Module 12. Planning and control of health organizations

Module 13. Medical and Welfare Management Department in the Health System

Module 14. Quality Management

Module 15. Competency Management

Module 16. Patient Security

Module 17. Quality Accreditation in Healthcare

17.3. EFQM Model

    17.3.1. The Concept of Self-assessment

    17.3.2. Improvement Plans

    17.3.3. An Example of EFQM Model Implementation in a Hospital and in an Area of Health Care

17.4. ISO Accreditation

    17.4.1. Definition and General Criteria

    17.4.2. ISO 9001

    17.4.3. ISO 14001

    17.4.4. Other Types of ISO Relevant to the Health Sector

Module 18. Managing Special and Hospitalization Services

18.1. Emergency Services Management

    18.1.1. The Emergency Department. Physical Structure, Organization and Channels

    18.1.2. Emergency Patient Care. Channels and Triage

    18.1.3. Human and Material Resources. Calculation

    18.1.4. Management of Observation and Short Stays in Emergency Departments

    18.1.5. Pre-admission and Early Discharge Units

    18.1.6. Feasible Improvements: Queue Management and Patient Traceability

    18.1.7. Citizen Information in Emergency Rooms and Emergencies

18.2. ICU Management

    18.2.1. ICU. Physical Structure, Organization and Channels

    18.2.2. Human Resource Allocation. Standards. ICU Nursing Competencies

    18.2.3. Material Resources: Technology and Equipment. Monitoring

    18.2.4. Transplant Management. Transplant Patient Care. Transplant Team. Transplant Coordination

    18.2.5. Safety Management in ICU. Zero Bacteremia Project

    18.2.6. Humanization in ICUs

18.3. Surgical Unit Management

    18.3.1. The Surgical Unit. Physical Structure, Organization and Circuits. Restrictions

    18.3.2. Coordination of Operating Rooms. Surgical Performance and Operation Indicators. Surgical Programming

    18.3.3. Imrpoving Performance

    18.3.4. Calculation of Human Resources in a Surgical Department

    18.3.5. Material Resource Calculation: Operating Room Technology and Maintenance

    18.3.6. Safety Management in ICU. Surgical CHECK LIST. Surgical Hand Washing

    18.3.7. Asepsis and Sterilization in Operating Rooms. Environmental Monitoring of the Operating Room

18.4. Management of Hospitalization Units

    18.4.1. Clinical Unit Management. Physical Structure, Organization and Channels

    18.4.2. Patient Reception and the Humanization of Inpatient Care

    18.4.3. Human Resources in Hospitalization Units

    18.4.4. Material Resources: Health Equipment and Technology

18.5. Other Units or Special Services

    18.5.1. Other Units or Special Services. Physical Structure, Organization and Channels

    18.5.2. Hemodynamic Units. Physical Structure, Organization and Channels

    18.5.3. Stroke Units. Physical Structure, Organization and Channels

    18.5.4. Pain Management Units. Physical Structure, Organization and Channels

Module 19. Managing Central Services

19.1. Admission and Clinical Documentation Service

    19.1.1. Admission and Bed Management

    19.1.2. Clinical Documentation: Medical Records

    19.1.3. Computerization and Digitization of Archives

    19.1.4. Transmission of Information and Reports

Module 20. Management of Transversal and Primary Services

Module 21. Managing Outpatients Services

Module 24. Creating a Personal Brand

24.1. Public Profile
  24.1.1. Presenting Ourselves to the World. Our Digital Footprint
  24.1.2. Professional Profile on Professional Social Networks
  24.1.3. Digital Reputation. Positive References
  24.1.4. Cover Letter
24.2. Interview for a Managerial Position
  24.2.1. How to Tackle an Interview
  24.2.2. Body Language During an Interview. Kinesics

Module 25. Internal Communication in Management

25.1. Communication
  25.1.1. Communication and Information. The Communication Process. Elements of Communication. Requirements for Communication. Communication Barriers
  25.1.2. Communication Methods and Tools. Verbal Communication. Non-Verbal Communication. Written Communication
25.2. Meetings
  25.2.1. Techniques for Holding Profitable Meetings. Preparation for Meetings and Types of Meetings. Participant Selection
  25.2.2. Healthcare and Technical Committees and Commissions in Hospitals, Centers and Areas of Health Care
  25.2.3. Negotiation. Types of Strategies. Assertiveness. WiN Strategy
25.3. Conflict Management
  25.3.1. Possible Conflicts in Health Organizations. Preventive Strategies
  25.3.2. Conflict Management. Mediation

Module 26. Communication and Marketing in Health

26.1. Marketing and Social Media
  26.1.1. Definition of the Term. Dimensions of Marketing. Marketing Mission and Cycles. Marketing Tools
  26.1.2. Patient, Client, User? Marketing Aimed at Public Health Care Users
  26.1.3. External Marketing Planning in a Private Center
  26.1.4. The Internal Client. Marketing and Internal Communication Plans in Healthcare Institutions
  26.1.5. Management of Institutional Presence on Social Networks. Facebook
  26.1.6. Use of Twitter by the Organization
  26.1.7. The Use of Twitter by the Organization and on a Professional Level
  26.1.8. Use of Other Networks: Instagram, Tumblr, etc
26.2. Communication in Organizations
  26.2.1. Communication Systems in Organizations. Intranet/Internet
  26.2.2. Communication Specific to Welfare Institutions. Hospitals
  26.2.3. Welfare Awards. Presentation of Nominations
  26.2.4. Organization of Conferences, Congresses and Other Educational Events
  26.2.5. Managing Local Communication: Press
  26.2.6. Managing Local Communication: Radio
  26.2.7. Managing Local Communication: Television
  26.2.8. National Communication Management: Healthcare Press
  26.2.9. External Conflicts. Information Crises Due to Bad News and How it is Managed
26.3. Relations with Social Agents, Users and Suppliers
  26.3.1. Communication With the Public, Patient and Consumer Associations - Users
  26.3.2. Communication with Political Leaders– Owners-Shareholders, and Suppliers
  26.3.3. Collaboration with the Pharmaceutical Industry
  26.3.4. Internationalisation of the Health Sector. Health Tourism
  26.3.5. Corporate Social Responsibility. Good Healthcare Governance

Module 27. Teaching, Research and Innovation Management: R&D&I in the Healthcare Environment

A comprehensive specialized program that will take you through the necessary education to compete with the best in your profession"

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"

At TECH we use the Case Method

What should a professional do in a given situation? Throughout the program, students will face multiple simulated clinical cases, based on real patients, in which they will have to do research, establish hypotheses, and ultimately resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method. Specialists learn better, faster, and more sustainably over time.

With TECH you will experience a way of learning that is shaking the foundations of traditional universities around the world.

According to Dr. Gérvas, the clinical case is the annotated presentation of a patient, or group of patients, which becomes a "case", an example or model that illustrates some peculiar clinical component, either because of its teaching power or because of its uniqueness or rarity. It is essential that the case is based on current professional life, trying to recreate the real conditions in the physician's professional practice.

"

Did you know that this method was developed in 1912, at Harvard, for law students? The case method consisted of presenting students with real-life, complex situations for them to make decisions and justify their decisions on how to solve them. In 1924, Harvard adopted it as a standard teaching method"

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that evaluate real situations and the application of knowledge.

2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.

3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.

4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

Relearning Methodology

At TECH we enhance the case method with the best 100% online teaching methodology available: Relearning.

This university is the first in the world to combine the study of clinical cases with a 100% online learning system based on repetition, combining a minimum of 8 different elements in each lesson, a real revolution with respect to the mere study and analysis of cases.

Professionals will learn through real cases and by resolving complex situations in simulated learning environments. These simulations are developed using state-of-the-art software to facilitate immersive learning.

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)

At the forefront of world teaching, the Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

With this methodology, more than 250,000 physicians have been trained with unprecedented success in all clinical specialties regardless of surgical load. Our pedagogical methodology is developed in a highly competitive environment, with a university student body with a strong socioeconomic profile and an average age of 43.5 years old.

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.

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.

The overall score obtained by TECH's learning system is 8.01, according to the highest international standards.

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.

Surgical Techniques and Procedures on Video

TECH introduces students to the latest techniques, the latest educational advances and to the forefront of current medical techniques. All of this in direct contact with students and explained in detail so as to aid their assimilation and understanding. And best of all, you can watch the videos as many times as you like.

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".

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.

20%

15%

15%

3%

20%

17%

7%

3%

Expert-Led Case Studies and Case Analysis

Effective learning ought to be contextual. Therefore, TECH presents real cases in which the expert will guide students, focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.

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.

Classes

There is scientific evidence on the usefulness of learning by observing experts. The system known as Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical, and effective way to help students progress in their learning.

Certificate

The MBA in Medical Management and Service Leadership guarantees students, in addition to the most rigorous and up-to-date education, access to a Professional Master's Degree diploma issued by TECH Global University.

" *Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork" A program that will be a high-quality added value for any professional in this area"*

This program will allow you to obtain your **Advanced Master's Degree diploma in MBA in Medical Management and Service Leadership** 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.
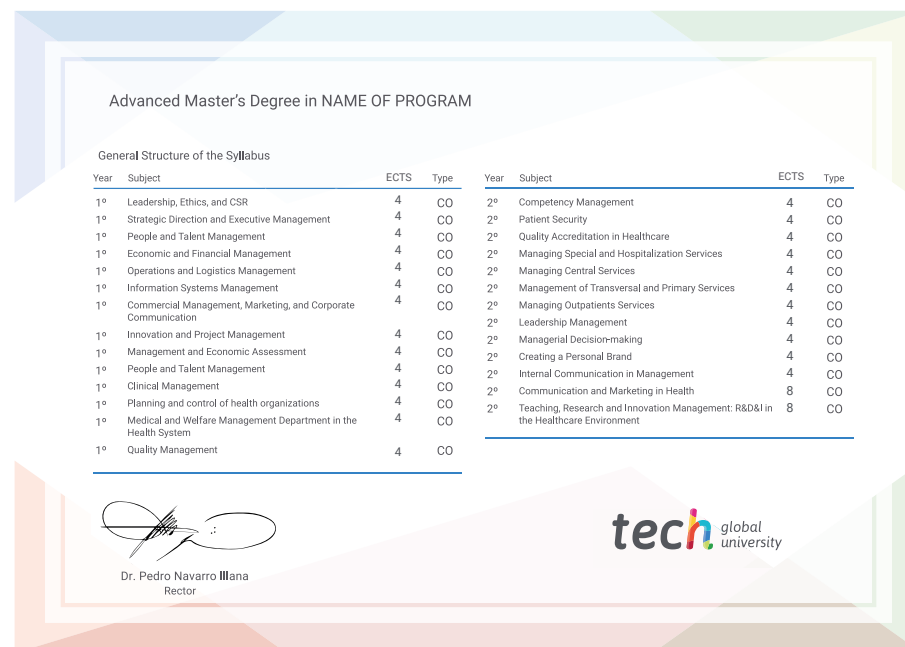
This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Advanced Master's Degree in MBA in Medical Management and Service Leadership**

Modality: **online**

Duration: **2 years**

Accreditation: **120 ECTS**

tech global university

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

Advanced Master's Degree in MBA in Medical Management and Service Leadership

This is a program of 3,000 hours of duration equivalent to 120 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
Chancellor

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

Advanced Master's Degree in NAME OF PROGRAM

General Structure of the Syllabus

Year	Subject	ECTS	Type	Year	Subject	ECTS	Type
1º	Leadership, Ethics, and CSR	4	CO	2º	Competency Management	4	CO
1º	Strategic Direction and Executive Management	4	CO	2º	Patient Security	4	CO
1º	People and Talent Management	4	CO	2º	Quality Accreditation in Healthcare	4	CO
1º	Economic and Financial Management	4	CO	2º	Managing Special and Hospitalization Services	4	CO
1º	Operations and Logistics Management	4	CO	2º	Managing Central Services	4	CO
1º	Information Systems Management	4	CO	2º	Management of Transversal and Primary Services	4	CO
1º	Commercial Management, Marketing, and Corporate Communication	4	CO	2º	Managing Outpatients Services	4	CO
				2º	Leadership Management	4	CO
1º	Innovation and Project Management	4	CO	2º	Managerial Decision-making	4	CO
1º	Management and Economic Assessment	4	CO	2º	Creating a Personal Brand	4	CO
1º	People and Talent Management	4	CO	2º	Internal Communication in Management	4	CO
1º	Clinical Management	4	CO	2º	Communication and Marketing in Health	8	CO
1º	Planning and control of health organizations	4	CO	2º	Teaching, Research and Innovation Management: R&D&I in the Healthcare Environment	8	CO
1º	Medical and Welfare Management Department in the Health System	4	CO				
1º	Quality Management	4	CO				

Dr. Pedro Navarro Illana
Rector

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

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Advanced Master's Degree
MBA in Medical Management and Service Leadership

- » Modality: **online**
- » Duration: **2 years**
- » Certificate: **TECH Global University**
- » Credits: **120 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Advanced Master's Degree
MBA in Medical Management and Service Leadership

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