

Postgraduate Certificate

Communication and Digital Marketing Applied to Telemedicine Projects





Postgraduate Certificate Communication and Digital Marketing Applied to Telemedicine Projects

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

Website: www.techtute.com/us/medicine/postgraduate-certificate/communication-digital-marketing-applied-telemedicine-projects

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01

Introduction

Doctors of all branches and specialties are currently becoming aware of the relevance that telemedicine is acquiring and this is prompting them to launch their healthcare projects in this field. But, as for any venture, knowledge is the basis for success. That is why this complete TECH academic program focuses on providing professionals with the knowledge, tools and skills to launch their project based on a communication and digital marketing strategy that will ensure their message reaches patients in the best possible way.





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Telemedicine practice is reaching fields never seen before. That makes this the ideal time to enter the field"

The advent of the Internet, social networks and mobile applications have motivated a latent change in medicine. This new paradigm encourages patients to explore the potential they have to make changes that benefit their health. This represents the basis of patient-centered medicine, where patients, healthcare professionals and the healthcare sector work together to empower patients in the prevention, timely diagnosis and better management of diseases.

Considering this new reality, this Postgraduate Certificate aims for students to delve into everything related to the digital environment, its possibilities and risks from the point of view of marketing and communication. In this way, doctors will learn to create a strategy that will allow them to publicize their digital health project and reach their target audience. Students will also develop the various techniques to achieve both communication and sales objectives.

All this through a 100% online academic program that makes it easy to balance studies with other daily activities. Thus, the doctor will only need an electronic device (Smartphone, Tablet, PC) with Internet connection to open up a wide horizon of knowledge that will allow him to position himself as a professional of reference in the sector.



All the information regarding digital marketing and communication for telemedicine projects condensed into just six weeks of intensive training"

This **Postgraduate Certificate in Communication and Digital Marketing Applied to Telemedicine Projects** contains the most complete and up-to-date scientific program on the market. The most important features of the include:

- ◆ More than 80 clinical cases, recorded with POV (Point Of View) systems from different angles, presented by experts in Telemedicine and other specialties
- ◆ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ◆ Presentation of practical workshops on procedures and techniques
- ◆ An algorithm-based interactive learning system for decision-making in the clinical situations presented throughout the course
- ◆ Action protocols and clinical practice guidelines, which cover the most important latest developments in this specialist area
- ◆ All of this will be complemented by theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ◆ With a special emphasis on evidence-based medicine and research methodologies in Telemedicine
- ◆ Content that is accessible from any fixed or portable device with an Internet connection

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You are just one click away from turning your career around and starting to make your professional dreams come true"

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. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

A benchmark program, designed by prestigious physicians, full of high-level content.

Telemedicine is on the rise, and professionals who manage to launch their digital projects now will be one step closer to success.



02 Objectives

With the aim of ensuring that doctors in the field are up-to-date in everything related to marketing and communication for telemedicine projects, TECH has designed this Postgraduate Certificate that seeks to introduce doctors to a new area that requires specific knowledge. This update in doctor competencies, and the acquisition of new skills and abilities, will be the main professional asset for success in an area that increasingly demands specialized professionals.





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If your goal is to launch telemedicine projects, then this Postgraduate Certificate is definitely for you"

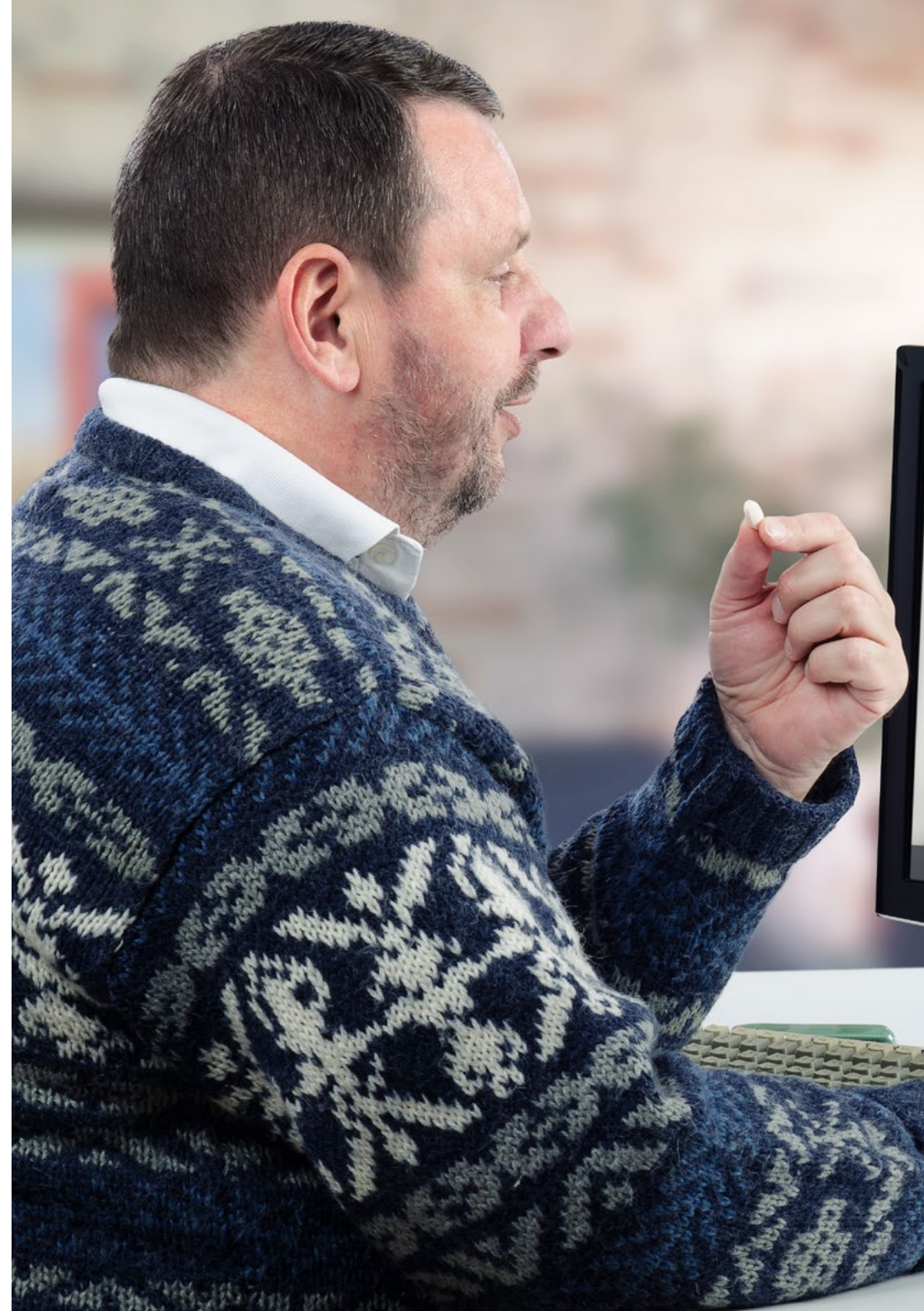


General Objectives

- ◆ Delve into the understanding of the environment in which telemedicine services are developed, including challenges, limitations and opportunities in the area
- ◆ Delve into the ethical, legal, technical and medical aspects of creating and implementing telemedicine projects
- ◆ Gain a deeper understanding of the different areas of use of ICTs in health care
- ◆ Master the new techniques and technologies that are emerging to better serve patients and their needs
- ◆ Further the analysis, development, implementation and evaluation of eHealth and telemedicine projects



Seize the opportunity and take the step to get up to date with the latest developments in the field of telemedicine and propel yourself to the forefront of the field"





Specific Objectives

- ◆ Master the ethical-legal framework for the implementation of new technologies
- ◆ Thoroughly study patient and health professional responsibilities in telemedicine practice
- ◆ Deepen awareness of the need for privacy and security of information
- ◆ Define data protection legislation
- ◆ Master and apply data security and privacy
- ◆ Differentiate between the various bioethical approaches and their ICT application
- ◆ Develop the different implementation measures to ensure patient safety in a quality management environment

03

Course Management

The materials have been created by a team of renowned professionals in the of telemedicine, who work in top national and international hospitals They bring to the program the experience they have gained throughout their careers. Likewise, this great teaching team also includes a series of specialists who complement the contents of the Postgraduate Certificate in an interdisciplinary and transversal way that will help students to acquire comprehensive knowledge and to consider the importance of marketing and communication when undertaking Telemedicine.



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You will have the prestige and experience of a great teaching staff that will help you become a leading professional"

International Guest Director

Nicole Blegen is an internationally renowned professional with an outstanding background in **digital transformation and product management** in the **healthcare** sector. As such, she has worked in key roles, such as **Vice President of the Center for Digital Health at Mayo Clinic**, where she has led the enablement of **digital products**, overseeing a growing team of more than 80 employees. In fact, her work has been instrumental in implementing and optimizing **digital solutions**, achieving effective integration into clinical practice and across organizational boundaries.

Likewise, back at **Mayo Clinic**, she has served as **Director of Digital Practice**, orchestrating the expansion of **digital care solutions**, increasing **remote patient monitoring** by over 300% and **video telemedicine** by a staggering 10,000% during the **COVID-19** pandemic. In addition, its proactive approach and ability to reduce implementation times by more than 50% have been crucial to improving **operational efficiency** and provider and patient satisfaction.

In addition, Nicole Blegen has played a leading role in **Internal Business Consulting** and **Management Engineering**, with a commitment that has been recognized with the **Internal Consulting Process Excellence Award** from the **AIMC**, reflecting her ability to drive impactful change and optimize efficiency within the organization. In addition, he has served as **Regional Marketing Manager at Rotech Healthcare**, as well as **Promotions Manager at Diageo**, where he has managed revenue growth and brand visibility.

Due to all of the above, she has more than demonstrated an ability to deliver outstanding results globally, combining her **product management** expertise with an **innovative strategic vision**.



Ms. Blegen, Nicole

- Vice President of Digital Health at Mayo Clinic, Minnesota, United States
- Director of Digital Practice at Mayo Clinic
- Director in Internal Business Consulting and Management Engineering at Mayo Clinic
- Health Systems Engineer at the Mayo Clinic
- Regional Marketing Manager at Rotech Healthcare
- Promotions Manager at Diageo
- Master of Business Administration (MBA) from the University of St. Thomas
Bachelor's Degree in Business Administration and Management from the University of Minnesota
- Award for Excellence in Internal Consulting Processes, granted by the Association for Media Research (AIMC)



Thanks to TECH, you will be able to learn with the best professionals in the world"

Management



Dr. Serrano Aísa, Pedro Javier

- ♦ Specialist in Cardiology at the Clinical symptoms Hospital in Zaragoza
- ♦ Head of Cardiology at Policlínica Navarra
- ♦ Head of the Cardiology Department of Viamed Montecanal Hospital, Zaragoza, Spain
- ♦ Director of Cardiomoncayo
- ♦ Degree in Medicine and Surgery from the University of Zaragoza



Dr. Achkar Tuglaman, Nesib Nicolás

- ♦ Director of Clinical Telemedicine at AtrysHealth
- ♦ Co-founder of the International Telemedicine Hospital
- ♦ Medical specialist Viamed Group Health



Dr. Sánchez Bocanegra, Carlos Luis

- ◆ Head of the IT Department of the Junta de Andalucía (Regional Government of Andalusia)
- ◆ Collaborating Professor at the University of Distance Education (UNED) and the Open University of Catalonia (UOC)
- ◆ Director of several Professional Master's Degree Final Projects at Italiano University Hospital in Argentina and the School of Medicine at the University of Antioquia
- ◆ PhD in Computer Engineering from the University of Seville, specializing in Medical Informatics and eHealth
- ◆ Master's Degree in Free Software by the Open University of Catalonia (UOC)
- ◆ Computer Management Engineer from the University of Malaga (UMA)
- ◆ Graduate in Information Systems Engineering from the Catholic University of Avila (UCAV)
- ◆ Member of HOPE (Health Operation for Personalized Evidence) project group and of the Anti-Vaccine Project Author of several articles on ePatients, social networks and social media applied to health. Currently focused on Big Data and Artificial Intelligence applied to health and informatics

Professors

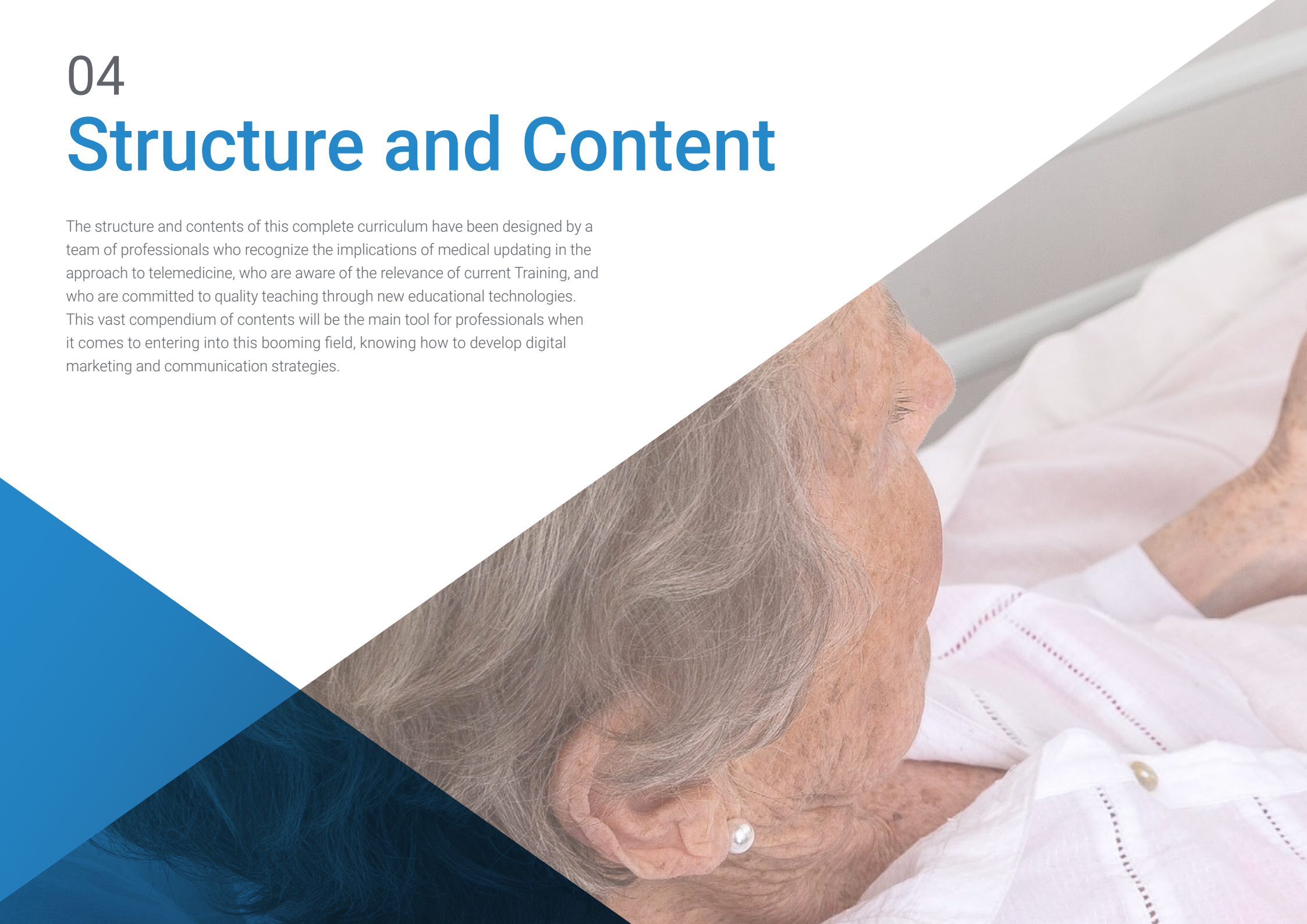
Ms. Gómez Navarro, Cristina

- ◆ Head of Marketing and Customer Strategy at Ibercaja
- ◆ Ecosystem Innovation Plus Enterprise Unit Specialist
- ◆ Master in Digital Marketing by ESIC
- ◆ Law Degree, University of Zaragoza
- ◆ IZO Certification in Customer Experience

04

Structure and Content

The structure and contents of this complete curriculum have been designed by a team of professionals who recognize the implications of medical updating in the approach to telemedicine, who are aware of the relevance of current Training, and who are committed to quality teaching through new educational technologies. This vast compendium of contents will be the main tool for professionals when it comes to entering into this booming field, knowing how to develop digital marketing and communication strategies.





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Learn how to launch telemedicine projects not only with technical knowledge, but also with marketing and communication skills”

Module 1. Communication and Digital Marketing Applied to Telemedicine Projects

- 1.1. The Application of Marketing to e-Health
- 1.2. The Creation of a Digital Marketing Strategy
 - 1.2.1. Funnel and Customer Segmentation
- 1.3. Traditional Advertising: SEO and SEM
- 1.4. e-Patients and Their Experience: Creation of a Digital Patient Journey
- 1.5. The Importance of Email Marketing
- 1.6. Social Media and Social Ads: Available Social Networks and What I Use Each One For
- 1.7. Inbound Marketing: A New Concept in Digital Businesses
- 1.8. E-commerce, Payment Methods and Patient Care
- 1.9. Doctor-patient Communication
- 1.10. Fake News and Internet Movements: Validation of Trustworthy Healthcare Websites





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Project your professional skills to another level by taking this academic program"

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.





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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.

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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.



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.





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.



06 Certificate

The Postgraduate Certificate in Communication and Digital Marketing Applied to Telemedicine Projects guarantees students, in addition to the most rigorous and up-to-date education, 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 Communication and Digital Marketing Applied to Telemedicine Projects** 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 Communication and Digital Marketing Applied to Telemedicine Projects**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



*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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