

Postgraduate Certificate

Communication and New Technologies in Public Health





Postgraduate Certificate Communication and New Technologies in Public 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/medicine/postgraduate-certificate/communication-new-technologies-public-health

Index

01

Introduction

p. 4

02

Objectives

p. 8

03

Course Management

p. 12

04

Structure and Content

p. 16

05

Methodology

p. 20

06

Certificate

p. 28

01

Introduction

The evolution of Communication and New Technologies has significantly redefined the landscape of Public Health, generating a great impact on various aspects, such as the digitization of medical records or the implementation of Telemedicine platforms. Therefore, digital innovation has contributed to the optimization of health services and the improvement of access to medical care, allowing a more efficient management of resources. For this reason, TECH has developed this very complete 100% online program, so that medical specialists can update their skills and master the new requirements of this field, facilitating efficiency in hospital care centers. For this academic itinerary, they also have a disruptive and exclusive methodology: the Relearning system.





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*With this 100% online program
you will acquire fundamental
competencies for the design
of effective communication
strategies in Public Health”*

Digitalization has redefined the context of all human tasks so far. In areas such as Public Health, the use of New Technologies has revolutionized the way in which pandemics, emergencies and catastrophes are addressed, among other challenges. This dynamic change promises to continue over the next few years and offer new opportunities to more effectively and more efficiently address the health problems facing humanity.

Physicians must be prepared to insert all these potentialities into their clinical practice. That is why keeping up to date with innovations in Communication and New Technologies has become a real priority for these specialists. Therefore, TECH has designed an exhaustive program that enables the analysis of new working methods and tools that are implemented in today's hospitals thanks to the digital era.

Thanks to a rigorous syllabus, developed by the best experts, the graduates of this Postgraduate Certificate can develop knowledge on disruptive aspects such as Artificial Intelligence and analyze its various clinical applications such as early detection of diseases or the implementation of epidemiological surveillance systems.

Likewise, in this program, students will learn how effective communication is fundamental for physicians, since it allows the accurate dissemination of critical information and the possibility of educating the population about preventive measures. In turn, it facilitates coordination between medical centers to provide an effective response to emergency situations.

In addition, TECH enables doctors to specialize through a 100% online methodology, without preset schedules and with the possibility of doing so through any electronic device with Internet access. In addition, they will have interactive and multimedia didactic material to keep them updated in an attractive way, as well as the possibility of benefiting from the analysis of cases, elaborated and guided by experts.

This **Postgraduate Certificate in Communication and New Technologies in Public Health** contains the most complete and up-to-date scientific program on the market.

The most important features include:

- ♦ The development of case studies presented by experts in Public Health and Health Management
- ♦ The graphic, schematic and eminently practical contents with which it is conceived gather scientific and practical information on those disciplines that are indispensable for professional practice
- ♦ Practical exercises where the self-assessment 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



Specialize in Communication and New Technologies in Public Health and master the most innovative methods of prevention and treatment thanks to TECH"

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With this program you will delve into the development of effective communication strategies in the health area with the help of the best experts”

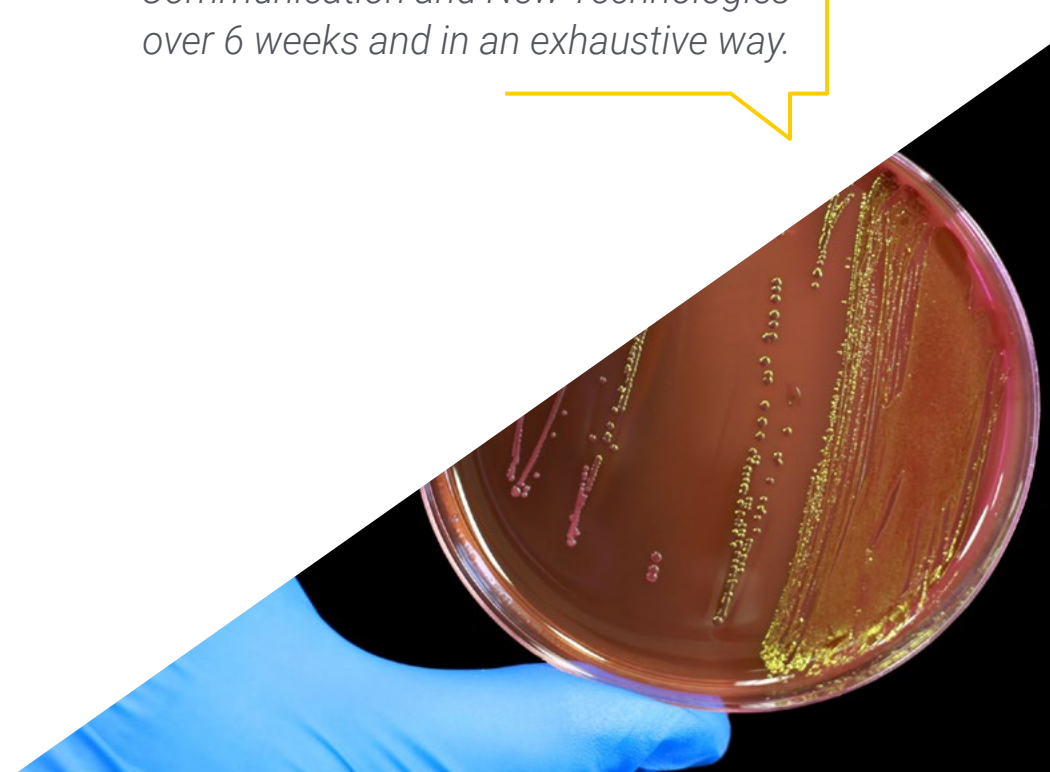
The program's teaching staff includes professionals from the sector who contribute their work experience to this specializing program, as well as renowned specialists from leading societies and prestigious universities.

The 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 immersive education programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the course. For this purpose, students will be assisted by an innovative interactive video system created by renowned and experienced experts.

Take advantage of TECH's 100% online methodology and update your knowledge from anywhere and without timetables.

You will analyze the challenges faced by Public Health in terms of Communication and New Technologies over 6 weeks and in an exhaustive way.



02 Objectives

This Postgraduate Certificate of TECH will develop the clear objective that doctors can update their knowledge and excel in a field that is in continuous evolution within the area of Public Health. Through the most innovative methodology of the educational panorama, they will acquire a broad vision of Communication in the health environment, allowing them to develop effective promotion plans, as well as an internal dissemination strategy that will facilitate their daily professional work. Likewise, they will master technological tools, focusing on the most avant-garde ones.



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Position yourself as a reference specialist in the field of New Technologies in Public Health through a disruptive agenda"



General Objectives

- ♦ Develop a broad and comprehensive conceptual framework of the situation, challenges and needs of Public Health in the 21st century
- ♦ Examine the international and global framework of Public Health policies
- ♦ Determine the key factors for a correct communication in health crisis: crisis communication and communication crisis
- ♦ Identify the theoretical and methodological framework for evaluation in Public Health
- ♦ Identify the steps to be followed for disease assessment using epidemiological data
- ♦ Compile the research methodology related to disease surveillance
- ♦ Identify the main risk and protective factors in communicable and non-communicable diseases
- ♦ Analyze the importance of quality assessment of intervention studies
- ♦ Develop the fundamentals of clinical epidemiology, measurement of frequency and distribution of diseases
- ♦ Critically evaluate the efficacy and effectiveness of clinical interventions, pharmacological treatments, surgical interventions and prevention strategies
- ♦ Fundamentals of the principles of the epidemiological method
- ♦ Fundamentals of the principles of health promotion, social determinants of health, health-related behavioral theories, and strategies to promote healthy lifestyles and environments
- ♦ Analyze the main health risks for different vulnerable groups
- ♦ Implement a holistic and integrative vision in the impact assessment of environmental risks on health protection





Specific Objectives

- Analyze communication processes and their use in Public Health
- Evaluate the current presence of Public Health in the communication framework and develop strategies for its improvement
- Examine the different communication channels available for use in Public Health and define their use
- Substantiate the specific communication needs in crises with a health component and to establish the essential factors for their best implementation
- Identify the key points for the use of Social Media as a tool for knowledge and intervention in Public Health
- Examine the technological developments available for use in community health
- Evaluate the use, usefulness, risks and benefits of new technologies available in Public Health
- Present the general framework of the use and future possibilities of Artificial Intelligence in Public Health



Get up to date and achieve your goals thanks to high quality teaching material with this Postgraduate Certificate"

03

Course Management

In order to offer a rigorous specialization to all its graduates, TECH has assembled a team of prestigious professionals in the health field to teach this university program. These experts have extensive experience and strive to ensure that students have the opportunity to update their knowledge in a comprehensive and exclusive way. They are also committed to specialize physicians to apply the concepts of Communication and New Technologies in Public Health in the professional environment through the development of the most innovative teaching materials.



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You will have a rigorous and updated syllabus, developed by the best experts in Communication and New Technologies applied to Public Health"

Management



Ms. Ruiz Redondo, Julia María

- ◆ Coordinator of the National Working Group on Public Health 2.0 in the SEMG
- ◆ Coordinator of the General Directorate of Public Health in the Ministry of Health of Castilla-La Mancha
- ◆ Coordinator of the Regional Advisory Group on Immunization at the Regional Ministry of Health of Castilla-La Mancha
- ◆ Nurse Inspector in the Management of Coordination and Inspection of Castilla-La Mancha in the SESCAM
- ◆ Nurse of Specialized Care in the Hospital Emergency Area at the General Hospital of Tomelloso
- ◆ Master's Degree in Medical Management and Clinical Management by the UNED, ISCIII, National School of Health
- ◆ Master's Degree in Vaccines from the Catholic University of San Antonio de Murcia
- ◆ Master's Degree in Specialized Emergency Nursing Care, Critical Patient Area and Post-Anesthesia Care by the University of Valencia
- ◆ Master's Degree in Nursing Services Management from the UNED
- ◆ Senior Healthcare Management Program from San Telmo Business School
- ◆ Graduate in Nursing from the Catholic University of Avila
- ◆ Diploma in Nursing from the University of Jaén



04

Structure and Content

The syllabus of this Postgraduate Certificate has been carefully designed, in line with the recommendations of the program's team of professional experts. Likewise, the requirements of Public Health Communication and Technology have been taken into account. With this program's syllabus, physicians will be able to delve into such relevant aspects as the strategy for improving accessibility to truthful information. Also, the contribution of technological advances will be analyzed, focusing on the various applications of artificial intelligence for diagnostic processes and epidemic control.





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Address the functionalities of Artificial Intelligence in Public Health and become a prestigious expert in a growing field”

Module 1. Communication and New Technologies in Public Health

- 1.1. Communication Processes: Transparency, Trust and Communication Strategies in the Mass Media in Public Health
 - 1.1.1. The Communication Process in Public Health
 - 1.1.2. Health Communication
 - 1.1.3. Agents of the Communication Process
- 1.2. Public Health Image, Reputation and Presence
 - 1.2.1. Image and Impact of Public Health
 - 1.2.2. Reputation, Trust and Reliability Importance in Effective Communication
 - 1.2.3. The Future of Public Health Image Post-COVID-19 Scenario and Actions for Improvement
- 1.3. Design of Effective Communication Strategies in Public Health
 - 1.3.1. Communication as a Tool for Public Health Policies, Programs and Interventions
 - 1.3.2. Reaction or Proaction: Communication Planning
 - 1.3.3. Objective, Message, Channels and Agents
- 1.4. Communication Channels: Analysis, Use and Evaluation in Healthcare
 - 1.4.1. Analysis of Health Communication Channels
 - 1.4.2. Strategies and Models of Use of the Different Channels: Segmentation, Scope, and Specific Use
 - 1.4.3. Preliminary Evaluation of the Different Channels and Evaluation of Interventions
- 1.5. Leadership and Communication Styles Among Professionals: Coaching and Empowerment in Public Health
 - 1.5.1. Importance of Internal Communication Factors, Styles and Models
 - 1.5.2. Models of Training and Empowerment of Communication Between and by Health Professionals
 - 1.5.3. The Health Professional as the Axis of Communication: the White Coat Loudspeaker and its Particularities in Public Health
- 1.6. Communication in Crisis Situations for Public Health
 - 1.6.1. Crisis Communication and Communication Crisis
 - 1.6.2. Key Factors in Health Crisis Communication: Coping with Uncertainty
 - 1.6.3. Strategies and Agents The Role of the Spokesperson



- 1.7. Social Media Research and Strategy to Improve Accessibility to Truthful and Reliable Information Improving Health Literacy and Increasing Participation
 - 1.7.1. Health in Social Networks: Presence, Treatment and Impact
 - 1.7.2. Social Networks as an Element of Knowledge and Intervention in Health
 - 1.7.3. Disinformation and Health Hoaxes
- 1.8. Research and Use of New Technologies for the Promotion of Health, Community Development and Empowerment of Community Associations
 - 1.8.1. New Technologies as a Tool for Health Equity
 - 1.8.2. Threats and Risks of New Health Technologies
 - 1.8.3. Practical Applications
- 1.9. Quality Analysis: Contribution of New Technologies
 - 1.9.1. Technology Assessment: Objectives, Challenges and Tools
 - 1.9.2. Ethical Factors in the Application of New Technologies in Public Health
 - 1.9.3. Technological Acceleration: Planning in Innovation
- 1.10. Development of Internet of Things Projects in Epidemiology and Public Health and other Emerging Projects
 - 1.10.1. Internet of Things (IoT): Trade-off between Knowledge and Privacy
 - 1.10.2. Real-life Data and Real-time Data: Sources, Analysis, Processing and Use for Knowledge and Decision Making
 - 1.10.3. Artificial Intelligence in Public Health

“*Enroll now in this program and boost your career by implementing new technologies such as the Internet of Things in the field of Public Health*”



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

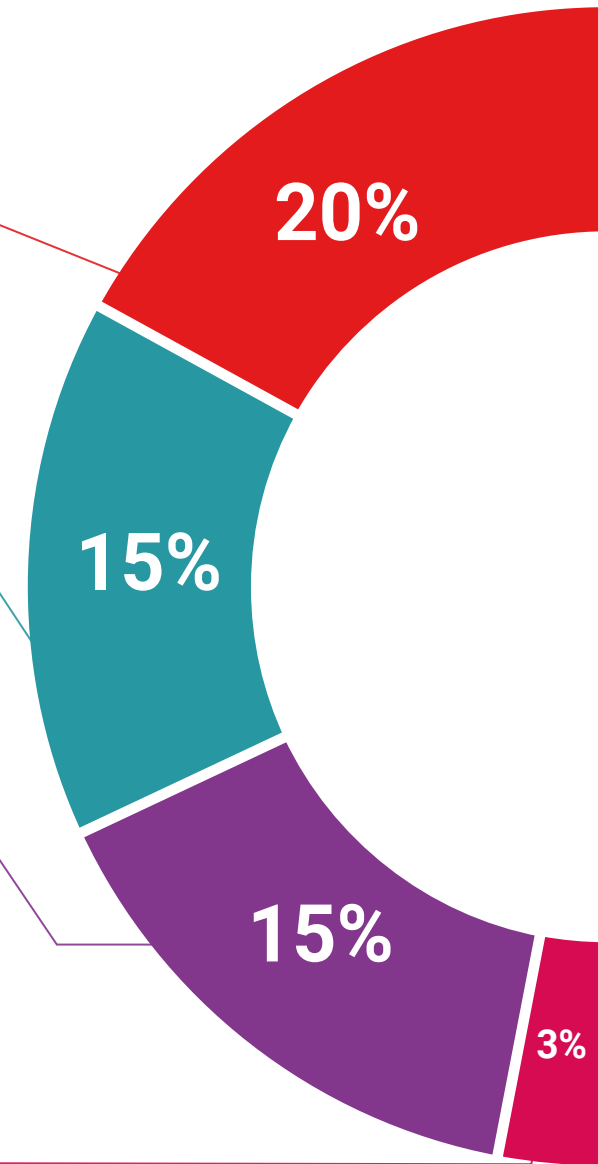
The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

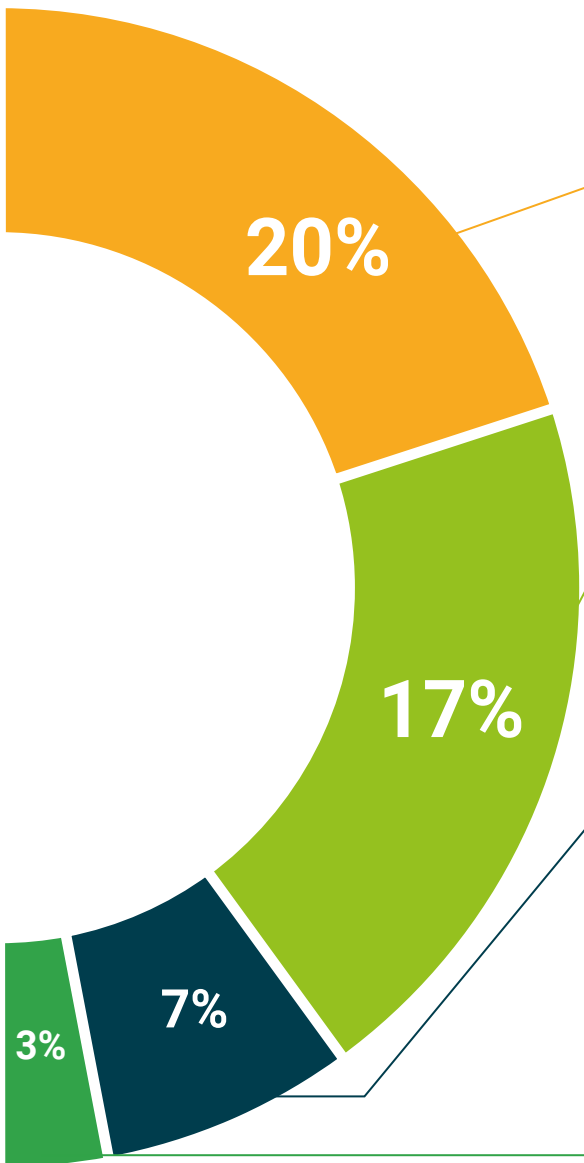
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



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 New Technologies in Public Health 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 private qualification will allow you to obtain a **Postgraduate Certificate in Communication and New Technologies in Public 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** private qualification 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 New Technologies in Public Health**

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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