

# Postgraduate Certificate Health Promotion through ICTs





## Postgraduate Certificate Health Promotion through ICTs

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/in/medicine/postgraduate-certificate/health-promotion-icts](http://www.techtute.com/in/medicine/postgraduate-certificate/health-promotion-icts)

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# 01

# Introduction

Healthcare is here to stay, especially because of its high demand at times like these, when face-to-face care is only necessary in very specific cases. For this reason, it is crucial for physicians to have an to-depth knowledge of the operation and promotion of ICT (Information and Communication Technologies), which are at the service of professionals to successfully perform telemedicine practice. This academic program will address the correct use of these tools and the new paradigms in the field.



A woman with dark hair is looking up at a large monitor. The monitor displays a blurred image of a clinical or hospital setting. The background is a bright, modern interior with white walls and ceiling lights. The image is partially obscured by a large blue diagonal graphic element on the right side of the page.

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*ICTs are a fundamental part of the success of telemedicine. That is why it is crucial for physicians to master them comprehensively and accurately"*

Acquire the necessary knowledge and skills of patient-centered medicine, its potential and the main technological tools required for its application, to be able to develop ICT projects, in which the patient-centered medicine is the core component.

Since its inception, the health system has been based on a paternalistic model, where the health sector and the health professional have been considered responsible for the patient's health.

Moreover, with the advent of the Internet, social networks and applications, a paradigm shift began years ago, in which patients started 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 the patient for the prevention, timely diagnosis and better management of diseases.

This is where new technologies play a fundamental role, therefore this TECH Technological University Postgraduate Certificate focuses on providing doctors with in-depth knowledge when it comes to handling ICTs in order to improve the possibilities in patient health.

All of which is condensed into a six-week, online program that gives doctors the opportunity to study where and when they want, since they will only need a device with an Internet connection to access the vast bank of information we offer.

This **Postgraduate Certificate in Health Promotion through ICTs** contains the most complete and up-to-date scientific program on the market. The most important features of the include:

- ◆ The development of case studies presented by Telemedicine experts
- ◆ 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
- ◆ Practical exercises where self-assessment can be used to improve learning
- ◆ Its special emphasis on innovative methodologies
- ◆ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ◆ Content that is accessible from any fixed or portable device with an Internet connection



*Thanks to this comprehensive Postgraduate Certificate learn to remotely manage the patient consultations, investing in quality health care with a future"*

“

*Telecare has been proven to save lives. Propel your career in medicine toward change with the most in-demand Postgraduate Certificate in the field”*

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.

*Learn to manage ICTs in the service of telemedicine with this comprehensive program and become a prestigious professional.*

*As this is an online program, you will be able to study wherever and whenever you want.*



# 02 Objectives

By completing this Postgraduate Certificate, physicians will be able to function in the digital and virtual environment, applying their medical knowledge to the field of telehealth. In this way, you will bring your professional profile up to date and boost your career to a position demanded by patients and the current healthcare system given the current pandemic situation. Furthermore, through this Postgraduate Certificate physicians will acquire in-depth competencies that will allow them to manage ICTs efficiently, actively collaborating toward improving the system and patient health.







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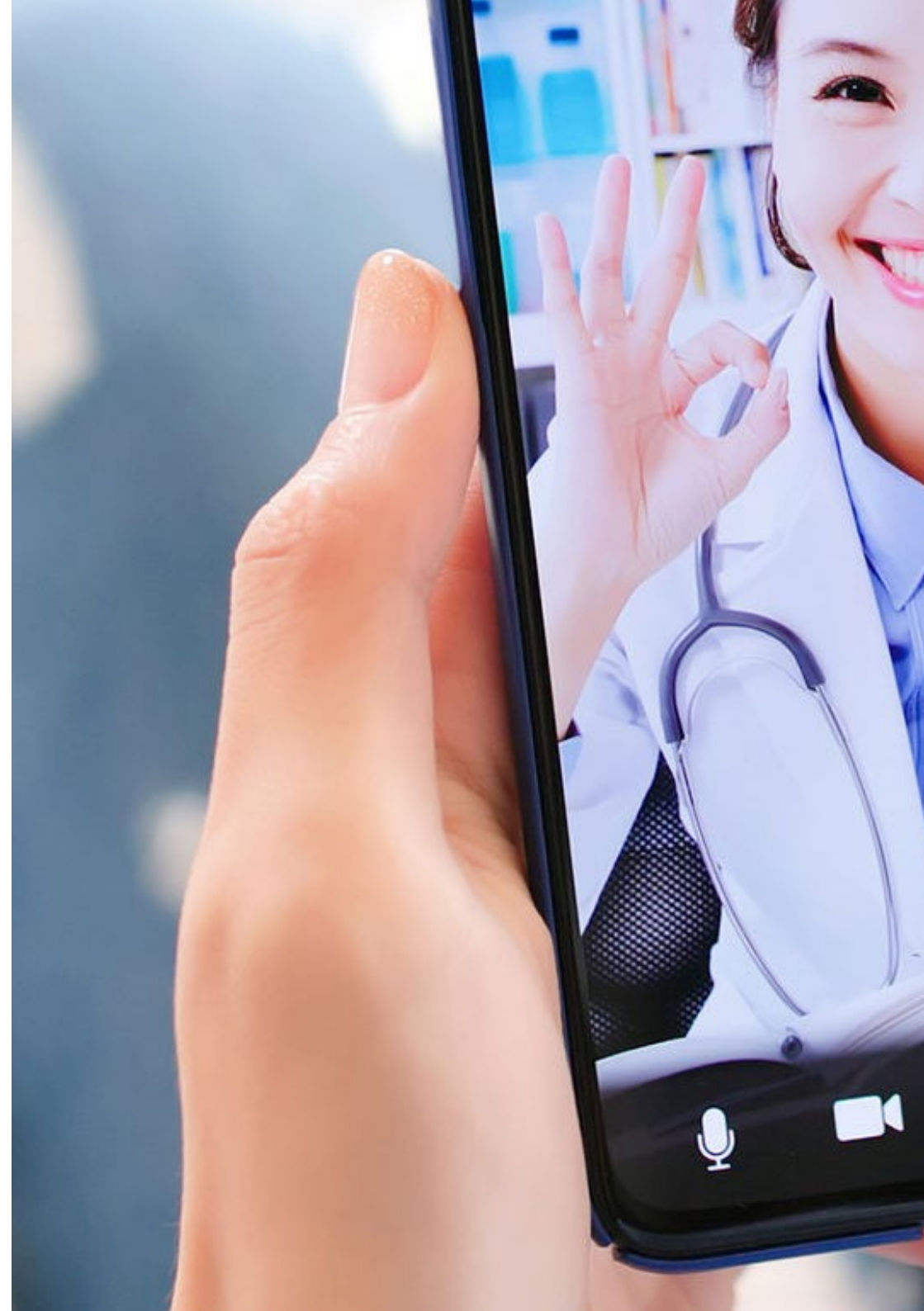
*The Postgraduate Certificate you were looking for is already here. Don't miss this great academic opportunity"*



## General Objectives

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- ◆ 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





## Specific Objectives

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- ◆ Address the development of ICTs and their influence on health promotion
- ◆ Gain deeper understanding of the impact of implementing technological tools in health promotion from a managerial point of view
- ◆ Understand the specific knowledge and technologies required for Health Promotion interventions in health and social settings



*Your goals become one with TECH's goals and become a reality with this Postgraduate Certificate"*

03

# Course Management

This Postgraduate Certificate has been designed by a team of highly renowned professionals within the profession. The teaching staff will be in charge of helping students acquire solid knowledge in Telemedicine. Therefore, this Postgraduate Certificate is of great value to students as it will help them position themselves in the field with greater guarantees of success.





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*A superb teaching staff that will update the knowledge of brilliant students, i.e., you"*

## 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**

- ◆ Computer Engineer specialized in Big Data and e-Health
- ◆ 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
- ◆ Member of HOPE (Health Operation for Personalized Evidence) project group Vaccine Project
- ◆ Author of several articles on ePatients, social networks and social media applied to health
- ◆ PhD in Computer Engineering from the University of Seville, specializing in Medical Informatics and eHealth
- ◆ Computer Management Engineer from the University of Malaga (UMA)
- ◆ Graduate in Information Systems Engineering from the Catholic University of Avila (UCAV)
- ◆ Master's Degree in Free Software by the Open University of Catalonia (UOC)

## **Professors**

### **Dr. Chacón Vargas, Karla Azucena**

- ◆ Coordinator of the Telehealth Program of the State of Chihuahua
- ◆ Consultant in Telemedicine of the World Health Organization
- ◆ Leader of the international research project Esperanza with the National University of Distance Education, University of Cataluña and the Health Secretariat of the State of Chihuahua
- ◆ Master in Telemedicine from the University Oberta de Catalunya (UOC)
- ◆ Degree in Medical Surgery from the Autonomous University of Ciudad Juarez
- ◆ Degree in Diabetes Education from the Autonomous University of Chihuahua

# 04

# Structure and Content

The academic program has been designed by a team of experts whose syllabus will enable future graduates to achieve the proposed study objectives. You will be fully empowered in a field of medicine that has become indispensable and is already established, guiding you towards excellence in a highly promising sector. A high-level syllabus that will become a necessary tool to support students in their daily practice.





The background of the slide features a collage of medical scan images, including a cross-section of a head, a chest X-ray, and a sagittal MRI of the spine. A stethoscope is also visible, resting on a surface. The overall color scheme is blue and white, with a diagonal split between the two colors.

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*This program of study, created by professionals in the sector, guarantees you a successful learning experience with contents that you will end up applying in your day-to-day work"*

## Module 1. Health promotion through ICTs

- 1.1. Health Promotion
- 1.2. Social Determinants of Health
  - 1.2.1. The Healthcare System
  - 1.2.2. ICTs to Better Distribute Health and Wellbeing
- 1.3. Community Health and Community Development
- 1.4. Salutogenesis and health assets: asset maps
  - 1.4.1. Salutogenesis and Health Assets
  - 1.4.2. The Assets Maps
- 1.5. Health Promotion and Prevention Strategy in the National Health System
- 1.6. The Organization and Management of Health Promotion Based on Digital Approaches
- 1.7. Primary Health Care and ICT
  - 1.7.1. First Contact Providers
- 1.8. Promoting Active and Healthy Aging through Digital Solutions
  - 1.8.1. Problem Solutions with ICT Support
  - 1.8.2. Adherence in Chronic Elderly Patients
- 1.9. The Digital Literacy of Healthcare Professionals
  - 1.9.1. The Need for Digital Health Training for Professionals
  - 1.9.2. Implementing Digital Literacy Planning
- 1.10. The Future of Health Promotion and Disease Prevention in a Mobile Health Context
  - 1.10.1. Artificial Intelligence in the Prevention and Early Diagnosis of Diseases
  - 1.10.2. Apps and their Impact on Health Promotion





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*This Postgraduate Certificate will develop the necessary skills and requirements to improve your daily practice in telemedicine"*

# 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.

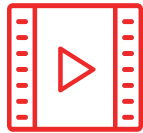
*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

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

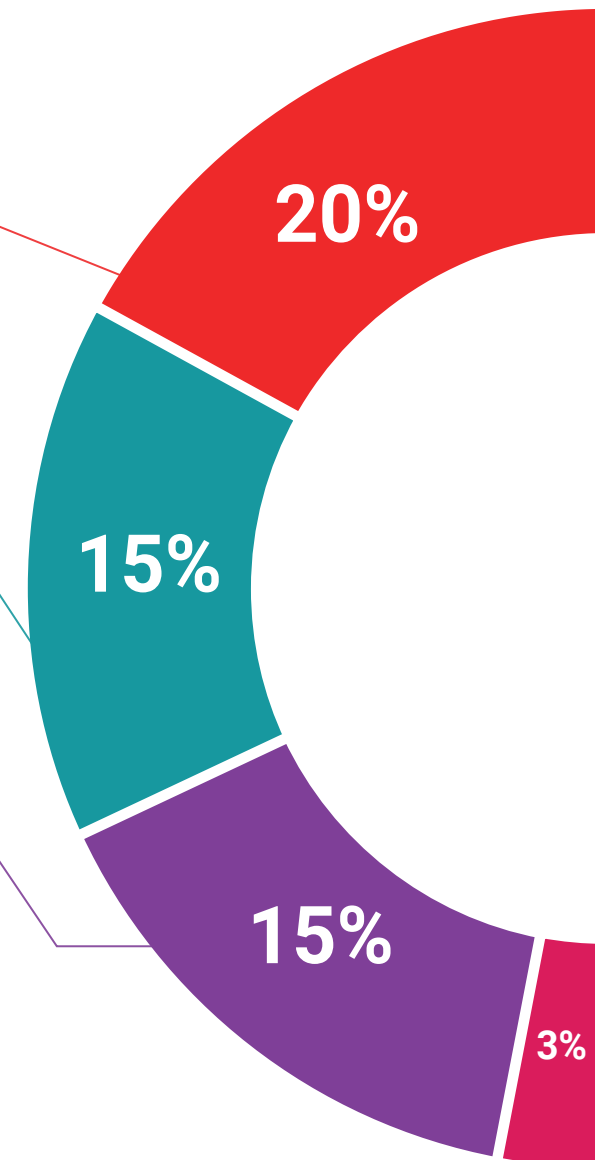
The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

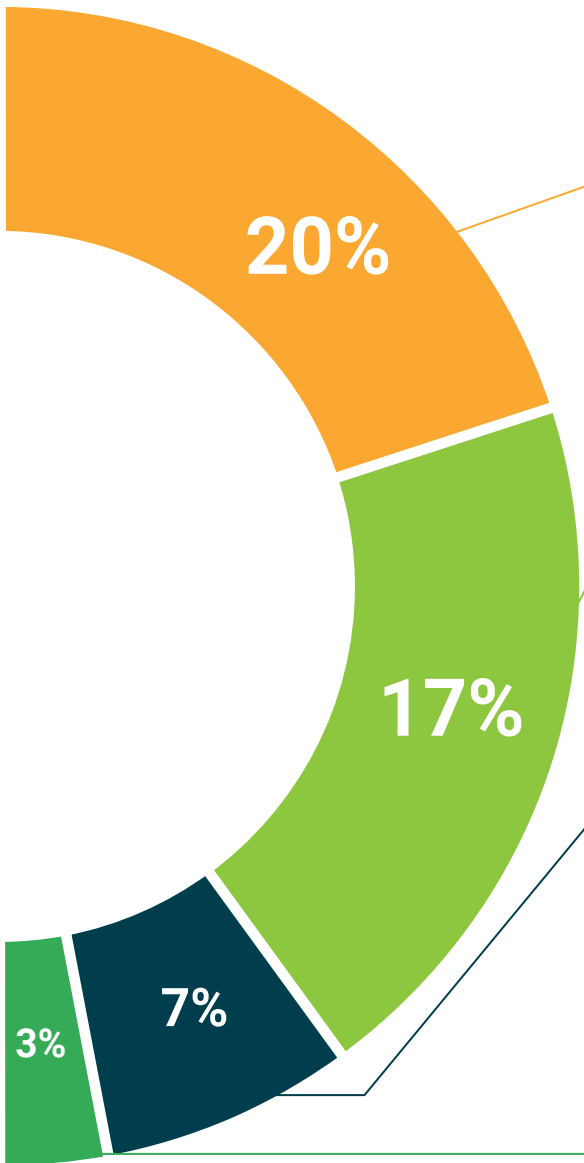
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



#### 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 Health Promotion through ICTs guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.





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

This **Postgraduate Certificate in Health Promotion through ICTs** contains the most complete and up-to-date scientific program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in Health Promotion through ICTs**

Official N° of Hours: **150 h.**



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



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