

# Postgraduate Certificate Healthcare Marketing





## Postgraduate Certificate Healthcare Marketing

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

Website: [www.techtute.com/us/medicine/postgraduate-certificate/healthcare-marketing](http://www.techtute.com/us/medicine/postgraduate-certificate/healthcare-marketing)

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# 01

# Introduction

The current socio-economic context, together with the other factors influencing people's health, is making it all the more necessary to improve the managerial skills of those responsible for healthcare procedures. This Postgraduate Certificate is aimed at educating Heads of Service and those responsible for the medical management of hospital centers, developing skills and techniques that promote their leadership.



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*If you are a doctor, head of service or section, assistant, coordinator, director or manager in a hospital or outpatient care center, and you want to update and develop your management skills to respond to the current reality and context in your professional future, this is the perfect postgraduate program for you”*

In the health structure, medical divisions are fundamental in performing different health processes, where the paradigm of Clinical Management is increasingly imposed, making it necessary to provide training in this area for physicians who develop or may reach positions of responsibility in health care, either in middle management, health care or in medical director and manager positions.

There are many new challenges in the sector which must be addressed, such as the approach to complex and chronic diseases, the relationships between professional groups, citizens (users, patients, clients) and providers and the development of new health technologies. There is also the need to increase efficiency in the use of resources, to assume the new participative and transparent form of leadership, and to gain a position in the interdisciplinary team.



*This Postgraduate Certificate will qualify you to occupy a position of responsibility as head of service or section"*

This **Postgraduate Certificate in Healthcare Marketing** contains the most complete and up-to-date program on the market. The most important features include:

- Development of practical cases carried out by experts in health management and other specialties
- The graphic, schematic, and practical contents with which they are created provide scientific and practical information on the situations that regularly occur in the hospital setting
- Presentation of practical workshops on procedures and decision making
- Algorithm-based interactive learning system for decision-making in the situations that are presented to the student
- Action protocols, where you can find the latest trends in health management
- 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 scientific methods and research methodologies in health management
- Content that is accessible from any fixed or portable device with an Internet connection

“ *This Postgraduate Certificate is the best investment you can make when selecting a refresher program, for two reasons: in addition to updating your knowledge in Healthcare Marketing, you will obtain a qualification endorsed by TECH Technological University*”

It includes in its teaching staff, a team of prestigious professionals in Health Management, who bring to this specialization the experience of their work, in addition to recognized health specialists who complement the program in an interdisciplinary way.

Thanks to its multimedia content developed with the latest educational technology, they will allow the professionals a situated and contextual learning, that is to say, a simulated environment that will provide an immersive learning programmed to train in real situations.

Problem-Based Learning underpins this program design, and the doctor must use it to try and solve the different professional practice situations that arise throughout the course. This will be done with the help of an innovative interactive video system developed by renowned experts in the field of Health Management, with extensive teaching experience.

*You will be able to complete the Postgraduate Certificate 100% online, adapting it to your needs and making it easier for you to study while you carry out your full-time healthcare work.*

*Increase the quality of your management with this training program and improve patient care.*



# 02 Objectives

The Postgraduate Certificate in Healthcare Marketing offers in detail a cutting-edge specialization program, from an eminently practical point of view, at a time when accreditation of knowledge plays a fundamental role, including the latest trends in *Leadership for Healthcare Services Managers*.





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*This refresher program will provide you with the skills to act with confidence in the performance of Health Marketing and decision-making, which will help you to grow professionally"*



## General Objective

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- Improve knowledge and professional skills in Health Marketing from the point of view of Clinical Management, knowing the practical methodological tools to apply in the critical areas of Health Management and Administration, both institutional and day-to-day





## Specific Objectives

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- Gain knowledge about the basic concepts of marketing
- Identify the main historical and current references
- Identify the peculiarities of marketing in the healthcare world



*Make the most of this opportunity and take the step to get up to date on the latest developments in Healthcare Marketing”*

03

# Structure and Content

The structure of the contents has been designed by a team of professionals who are knowledgeable about the implications of specialization in clinical and healthcare management, aware of the relevance of current specialization and committed to quality teaching through new educational technologies.





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*This Postgraduate Certificate in Healthcare Marketing, contains the most complete and up-to-date program on the market”*

## Module 1. Healthcare Marketing and Communication

- 1.1. Marketing and Social Media
  - 1.1.1. Definition of the Term. Dimensions of Marketing. Marketing Mission and Cycles. Marketing Tools
  - 1.1.2. Patient, Client, User? Marketing Aimed at Public Health Care Users
  - 1.1.3. External Marketing Planning in a Private Center
  - 1.1.4. The Internal Client. Marketing and Internal Communication Plan in Healthcare Institutions
  - 1.1.5. Management of Institutional Presence on Social Networks. Facebook
  - 1.1.6. Use of Twitter by the Organization
  - 1.1.7. The Use of Twitter by the Organization and on a Professional Level
  - 1.1.8. Use of Other Networks: Instagram, Tumblr...
- 1.2. Communication in Organizations
  - 1.2.1. Communication Systems in Organizations. Intranet/Internet
  - 1.2.2. Communication Specific to Healthcare Institutions. Hospitals
  - 1.2.3. Healthcare Awards. Presentation of Nominations
  - 1.2.4. Organization of Conferences, Congresses and Other Educational Events
  - 1.2.5. Managing Local Communication: Press
  - 1.2.6. Managing Local Communication: Radio
  - 1.2.7. Managing Local Communication: Television
  - 1.2.8. National Communication Management: Healthcare Press
  - 1.2.9. External Conflicts. Information Crises Due to Bad News and How it is Managed
- 1.3. Relations with Social Agents, Users and Suppliers
  - 1.3.1. Communication with Citizens, and with Patient and Consumer– User Associations
  - 1.3.2. Communication with Political Leaders– Owners-Shareholders, and Suppliers
  - 1.3.3. Collaboration with the Pharmaceutical Industry
  - 1.3.4. Internationalization of the Health Sector. Health Tourism



- 1.4. Corporate Social Responsibility (CSR) and Good Healthcare Governance
  - 1.4.1. CSR in the Healthcare Sector. CSR Strategic Plans in Organizations. Good Healthcare Governance: Transparency From Public and Private Companies
  - 1.4.2. Environmental Management and Energy Efficiency in Healthcare Institutions
  - 1.4.3. Development Cooperation through Healthcare Institutions
  - 1.4.4. Networking. Strategic Partnerships
  - 1.4.5. The Patient Portal. Health Promotion and Disease Prevention via the Internet

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*A unique, key, and decisive  
specialization experience to boost  
your professional development”*



04

# 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.

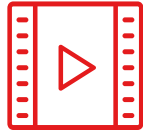
*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

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 adapted in 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

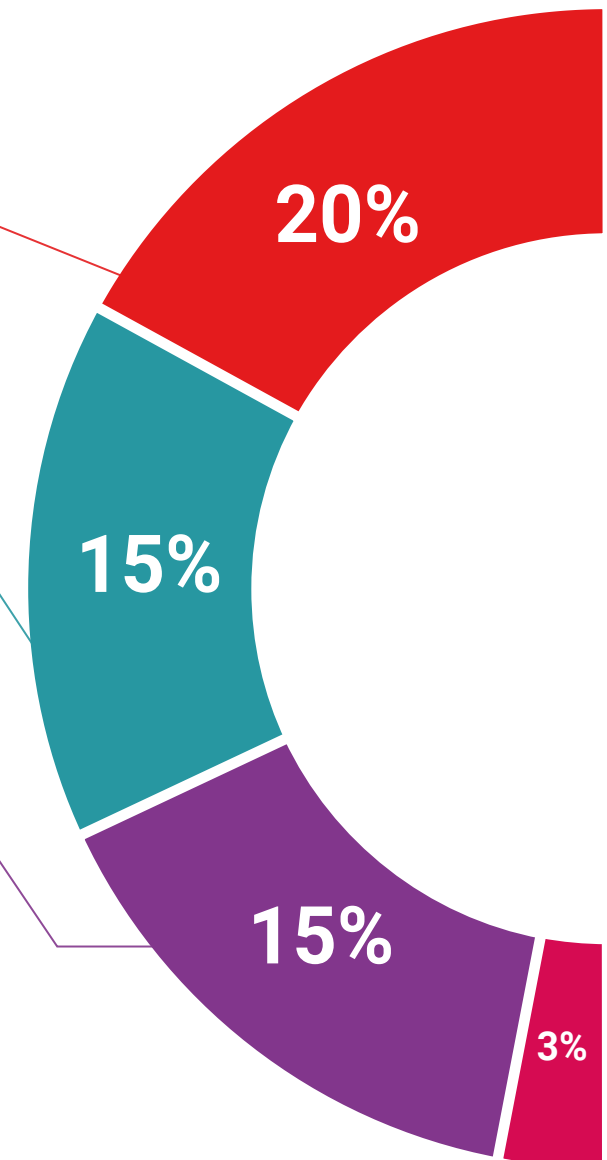
The TECH team presents the contents in an attractive and dynamic way in multimedia packages that include audio, videos, images, diagrams and concept maps in order to reinforce knowledge.

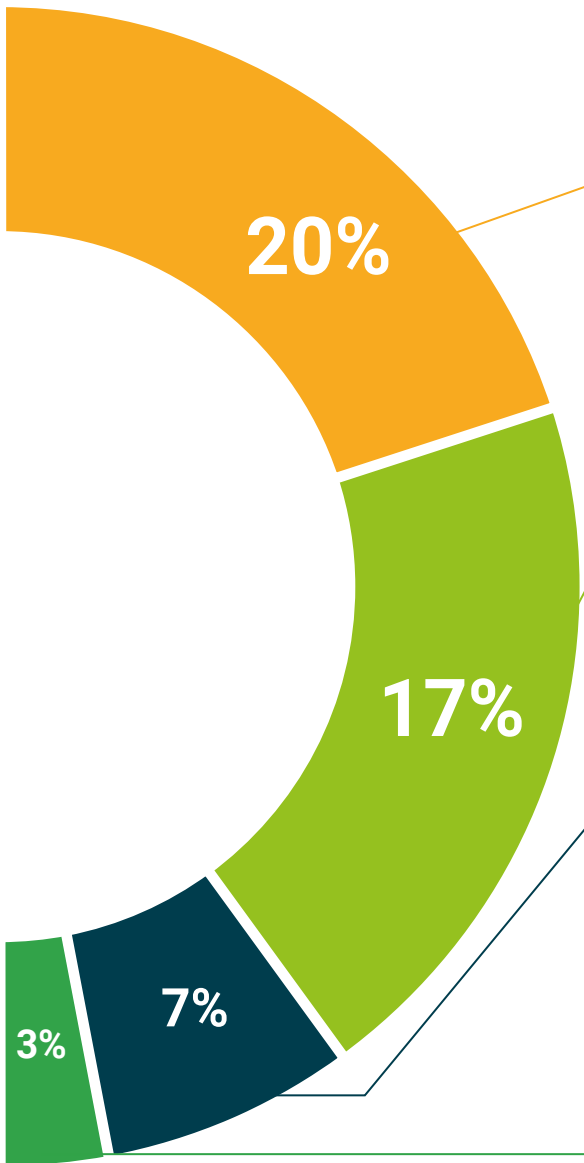
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



#### 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 assess and re-assess 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.



# 05 Certificate

The Postgraduate Certificate in Healthcare Marketing 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 Healthcare Marketing** 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 Healthcare Marketing**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



future

health confidence people

education information tutors

guarantee accreditation teaching

institutions technology learning

community commitment

personalized service innovation

knowledge present quality

online training

development languages

virtual classroom

**tech** global  
university

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