

# Postgraduate Certificate Public Health Policies





## Postgraduate Certificate Public Health Policies

- » 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/public-health-policies](http://www.techtute.com/us/medicine/postgraduate-certificate/public-health-policies)

# 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

According to a World Health Organization report, the effective implementation of Public Health Policies can prevent up to 70% of chronic diseases. In view of this, physicians have the responsibility to influence these programs to ensure that they respond adequately to the needs of the population. Therefore, physicians need to update their knowledge on this subject regularly in order to incorporate into their practice the most cutting-edge techniques to carry out this assessment. In this context, TECH implements a revolutionary university program that will provide the most sophisticated tools to analyze health outcomes. Moreover, it is based on a convenient 100% online format.



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*Thanks to this 100% online program,  
you will develop Public Health Policies  
that promote health equity”*

Public Health is facing increasingly complex challenges, ranging from an aging population to the rise of non-communicable diseases or global health emergencies. In this sense, Public Health Policies play a crucial role in mitigating these challenges through the implementation of evidence-based strategies. In this regard, physicians analyze clinical data that are essential for the development of such programs. In this way, they provide valuable information on aspects such as the prevalence of diseases, the effectiveness of treatments and the health needs of the population.

Within this framework, TECH is developing a pioneering program in Public Health Policies. The academic itinerary will delve into the methodological aspects of evaluation in this field, taking into account factors such as qualitative and quantitative methods. Likewise, the syllabus will analyze the different information system models, which will provide graduates with tools for monitoring and early identification of complications. On the other hand, the program will delve into improvement cycles to increase patient satisfaction.

It should be noted that TECH has designed a rigorous academic program, based on the revolutionary Relearning method. This learning system involves the repetition of the key concepts of the syllabus to ensure a deep understanding of the contents. Accessibility is also a key factor, as doctors will only need an electronic device connected to the Internet (such as a cell phone, tablet or computer) to access the Virtual Campus and enjoy the most dynamic academic resources on the market. Undoubtedly, an ideal opportunity for physicians to effectively update their knowledge in the highly demanded field of Public Health Policies.

This **Postgraduate Certificate in Public Health Policies** 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, forums for discussion of controversial issues and
- individual reflection work
- The availability of access to content from any fixed or portable device with Internet connection presentation



*Master the tools for the Analysis of Evaluation Plans in the best digital university in the world according to Forbes”*

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*You will deepen your understanding of the DMAIC approach, which will enable you to implement measures to increase patient satisfaction”*

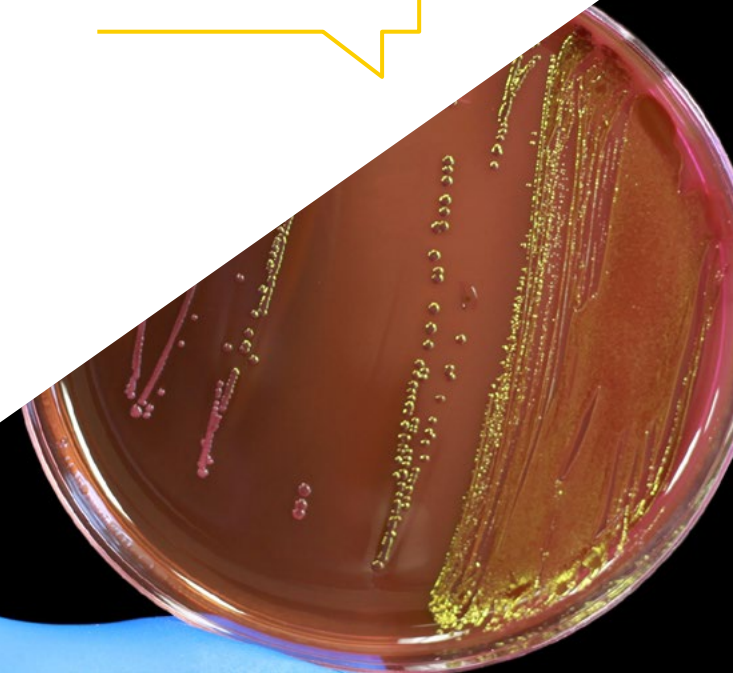
The program's teaching staff includes professionals from the sector who contribute their work experience to this specializing program, as well as renowned specialists from leading societies and prestigious universities.

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.

*Are you looking to incorporate the most sophisticated qualitative tools for the evaluation of health programs into your practice? Achieve it through this program in only 150 hours.*

*TECH offers you the innovative Relearning methodology, with which you will achieve a much more effective, situated and contextual learning.*



# 02 Objectives

Through this program, physicians will stand out for their deep understanding of the fundamentals of Public Health Policies. At the same time, graduates will be equipped with the skills necessary to evaluate both the effectiveness and impact of health programs. In this way, professionals will propose improvements to optimize people's quality of life. In turn, specialists will gain the skills to optimize their decision making by analyzing data and evidence.





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*You will have the most advanced tools to create evidence-based Public Health Policies that respond to the needs of the population”*



## General Objectives

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- ♦ 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



*This program has a wide range of multimedia resources such as videos and infographics, allowing for more didactic learning”*



## Specific Objectives

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- ◆ Support the need for the evaluation of Public Health policies as an essential part of their development
- ◆ Identify the most appropriate models for evaluation in Public Health
- ◆ Examine and analyze qualitative and quantitative tools and their use in Public Health evaluation
- ◆ Establish the basic principles, methods of measurement and evaluation of health outcomes
- ◆ Define objectives, method and scope of the evaluation of public health plans
- ◆ Obtain a broad view of the design, decision, implementation and analysis phases of health policies
- ◆ Apply the methodology and tools available for the evaluation of specific cases of health plans and policies
- ◆ Have an objective and critical view on evaluation

# 03

# Course Management

In keeping with its philosophy of offering the most complete and up-to-date university programs, TECH carries out a rigorous process to constitute its teaching staff. For this Postgraduate Certificate, it has managed to bring together authentic references in the field of Public Health Policies. These specialists not only stand out for their vast knowledge on this subject, but also for their extensive work experience in prestigious health institutions. Thanks to this, they have developed first-class academic content that will enable graduates to greatly optimize their daily clinical practice.



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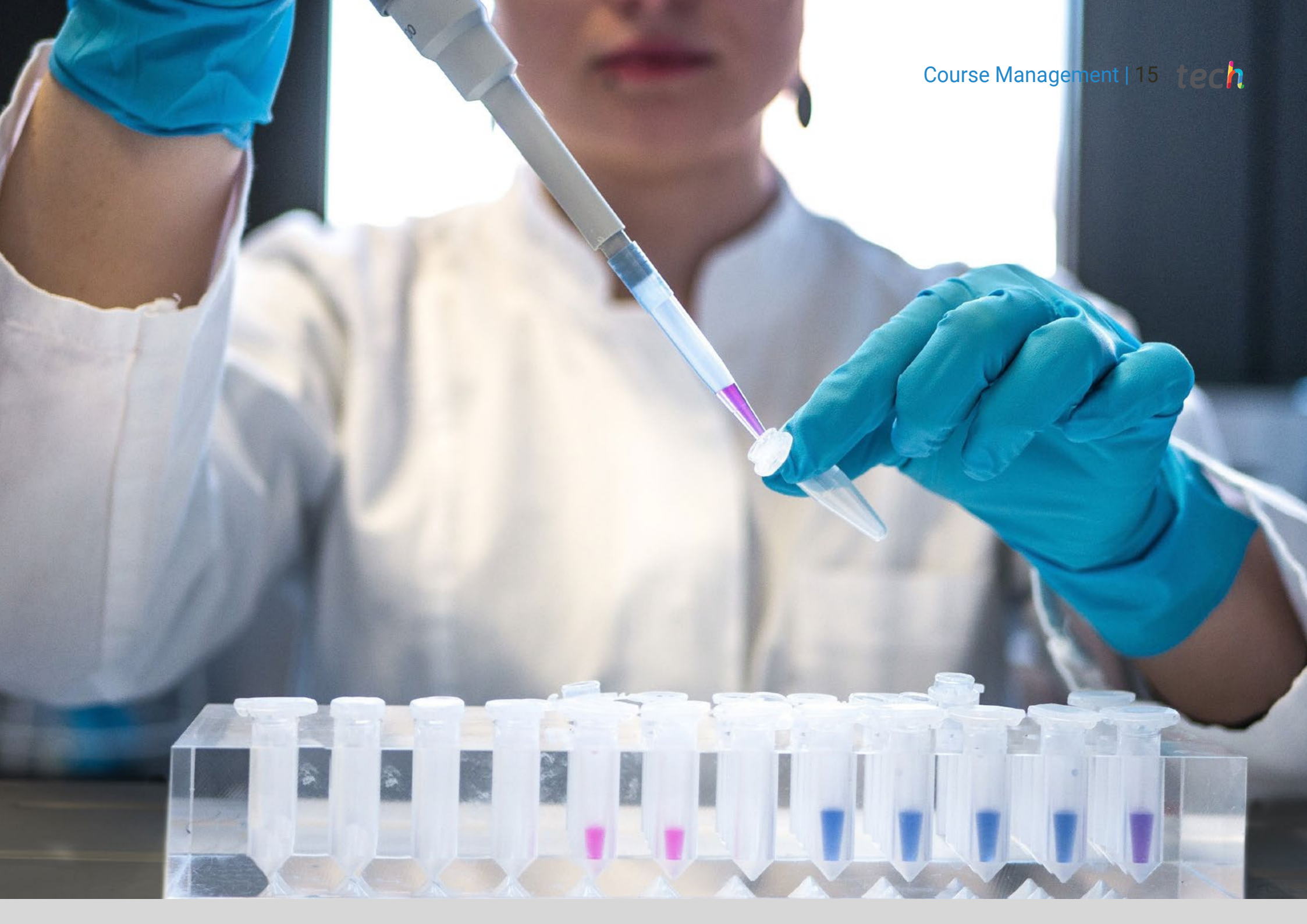
*An experienced teaching staff specialized in Public Health will guide you through the entire academic itinerary and will resolve any doubts that may arise”*

## 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

With this university program, practitioners will have a solid knowledge of the fundamentals that support Public Health Policies. The syllabus will analyze the different health information systems based on management indicators, which will enable physicians to make decisions based on objective data. Likewise, the syllabus will provide the keys for the optimal management of tools such as PROMS and PREMS, which will enable graduates to improve the quality of care provided to their patients. Therefore, medical personnel will develop competencies to evaluate the effectiveness and impact of Public Health policies.





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*You will create Public Health Policies that address the needs of the population and promote health equity”*

## Module 1. Evaluation of Public Health Policies and Programs

- 1.1. Evaluation of Public Health Policies
  - 1.1.1. Evaluation of Public Health. Historical Framework
  - 1.1.2. International Framework
  - 1.1.3. Present and Future of Evaluation in Public Health
- 1.2. Methodological Aspects of Public Health Evaluation
  - 1.2.1. Dimensions of Evaluation
  - 1.2.2. Evaluation Objectives, Design and Procedure
  - 1.2.3. Qualitative and Quantitative Methods
- 1.3. Development of Indicators
  - 1.3.1. Models of Information Systems
  - 1.3.2. Design and Construction of a Decision-useful Information System
  - 1.3.3. Future of IS: Technical, Ethical and Usability Issues
- 1.4. Qualitative and Quantitative Tools in the Evaluation of Health Programs
  - 1.4.1. Qualitative Methods
  - 1.4.2. Quantitative Methods
  - 1.4.3. Choice, Advantages and Difficulties
- 1.5. Evaluation and Critical Analysis of Health Outcomes
  - 1.5.1. Data: Sources, Usefulness and Ethical-legal Factors
  - 1.5.2. Measurement and Analysis Models
  - 1.5.3. Use and Limitations of Health Outcomes
- 1.6. Satisfaction of Patients, Staff, Providers and Environment. Analysis and Improvement Cycles
  - 1.6.1. Dimensions of Satisfaction. Perceived Quality
  - 1.6.2. PROMS and PREMS External and Internal Customer Satisfaction
  - 1.6.3. Improvement Cycles: PDCA, DMAIC
- 1.7. Evaluation of Public Health Programs
  - 1.7.1. Assessment Objectives
  - 1.7.2. Evaluation Models
  - 1.7.3. Implementation, Redesign and Measurement of SP Interventions





- 1.8. Evaluation of Health Policies
  - 1.8.1. Health in all Policies
  - 1.8.2. Health Impact Assessment
  - 1.8.3. Existence or Non-existence of Non-health Policies
- 1.9. Health Program Studies
  - 1.9.1. Evaluation of Vaccination Programs
  - 1.9.2. Evaluation of Screening Programs
  - 1.9.3. Evaluation of an Environmental Policy
- 1.10. Analysis of Evaluation Plans
  - 1.10.1. The Figure of the Evaluator
  - 1.10.2. Who Monitors the Monitors
  - 1.10.3. Evaluation Policies and Policy Evaluation

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*You are looking at a university program that is flexible and compatible with your daily responsibilities. What are you waiting for to enroll?”*

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.

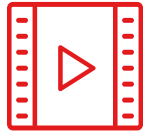
*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

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

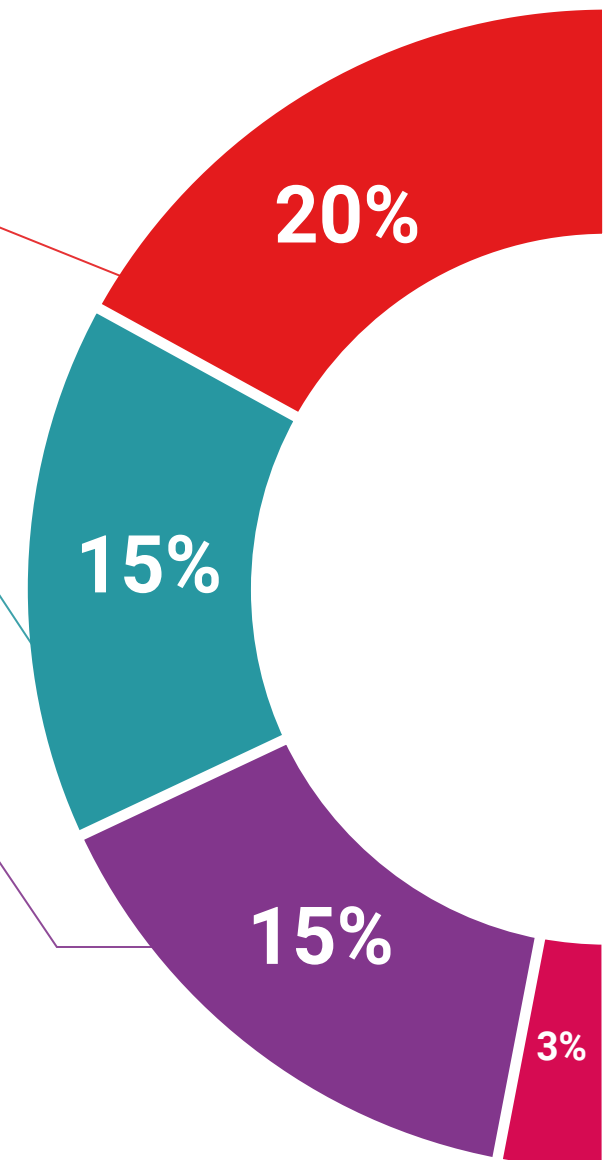
The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

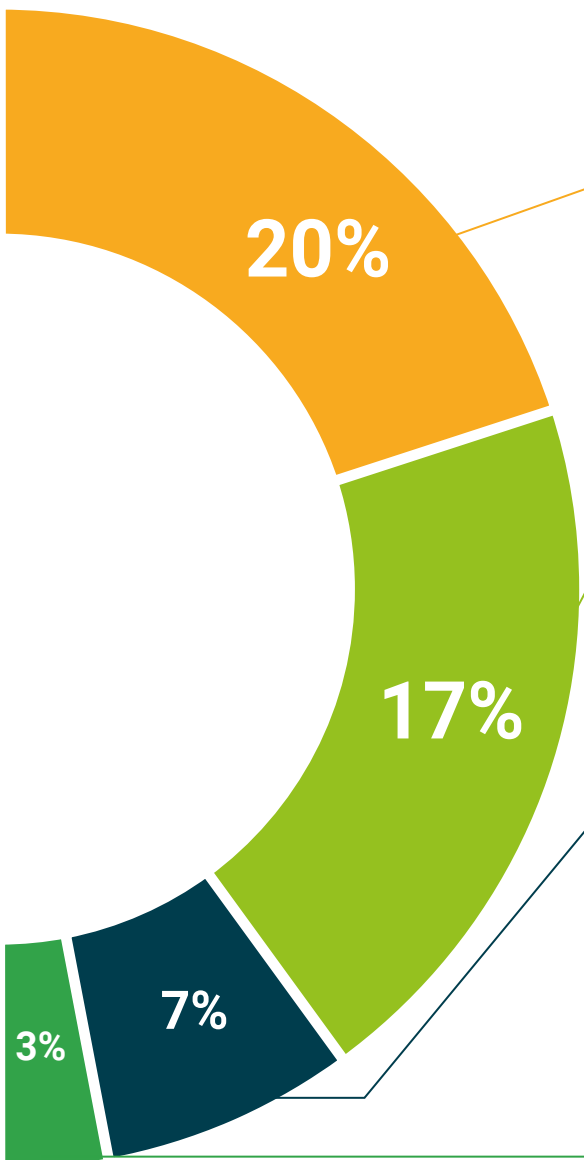
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



#### 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 Public Health Policies 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 Public Health Policies** 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 Public Health Policies**

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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