Postgraduate Diploma
Medical Affairs in the Pharmaceutical Industry

tech technological university

tech technological university

Postgraduate Diploma
Medical Affairs in the Pharmaceutical Industry

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

Website: **www.techtitute.com/in/medicine/postgraduate-diploma/postgraduate-diploma-medical-affairs-pharmaceutical-industry**

Index

01 Introduction p. 4

02 Objectives p. 8

03 Course Management p. 12

04 Structure and Content p. 16

05 Methodology p. 22

06 Certificate p. 30

01

Introduction

The emergence of new technologies, the need to improve efficiency and sustainability have transformed the pharmaceutical industry. In this changing environment, sometimes of clinical and budgetary uncertainty, companies in the sector are increasingly demanding more medical professionals to fill their *Medical Affairs* departments. This is why this academic institution has designed this 100% online program, which responds to the pressing need of specialists to update their knowledge in this field. For this purpose, TECH has assembled the best teaching team, made up of industry professionals with extensive experience. Furthermore, this program includes quality multimedia resources that can be accessed 24 hours a day from any device with an Internet connection.

This Postgraduate Diploma will allow you to quickly update your knowledge on Medical Affairs in the Pharmaceutical Industry"

Today, the pharmaceutical industry is facing a number of challenges that revolve around the increase in people's life expectancy, the financing or efficacy of procedures and its influence on pricing policy. A context where innovation also comes to life thanks to digitalization, which has significantly improved processes in a highly competitive sector.

In this scenario, in recent years the demand for professionals who make up the medical departments of this sector has grown. Their knowledge and communication skills are indispensable in an industry that spends countless resources on the development and research of new treatments. The main objective of this Postgraduate Diploma designed by TECH is to learn in detail the latest developments in Medical Affairs e in the Pharmaceutical Industry.

A program with a theoretical-practical approach, which will allow the medical specialist to be updated on the different structures and the functioning of the multinationals that make up this sector. Besides knowing the *Stakeholders*, their interests, the evolution of the challenges of the industry, within business ethics and bioethics, as well as innovation in a sustainable way, which make this degree an interesting staging of the most current panorama through a teaching team that has extensive professional experience in this field.

For this purpose, this academic institution has made available multimedia didactic material, in which the latest technology applied to university teaching has been used. In this way, through video summaries, *In Focus*, videos, diagrams, complementary readings and case studies, the professional will obtain a more attractive and dynamic update of his knowledge..

This academic institution offers an excellent opportunity for those who wish to study a Postgraduate Diploma comfortably, whenever and wherever they want. They only need an electronic device with an Internet connection to be able to view all the content hosted on the virtual platform. In addition, the professional has the freedom to distribute the course load according to his or her needs, making this program an ideal option for those seeking to combine their personal responsibilities with a high-level university program.

This **Postgraduate Diploma in Medical Affairs in the Pharmaceutical Industry** contains the most complete and up-to-date scientific program on the market. The most important features include:

- The development of practical cases presented by experts in Medicine and in the Pharmaceutical Industry
- 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 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

Enroll in an academic option designed for you to combine your personal responsibilities with a quality university program"

With this university program you will be up to date on the strategies currently used by Medical Affairs in the approach to different clients"

Reduce the hours of memorization and study thanks to the Relearning method used by TECH in all its programs.

An academic option in which you will be able to go deeper into the most relevant features of Market Access whenever you wish.

The program includes, in its teaching staff, professionals from the sector who contribute to this training with their work experience, as well as renowned specialists from reference societies and prestigious universities.

Its multimedia content, developed with the latest educational technology, will allow the professional a situated and contextual learning, that is, a simulated environment that will provide an immersive education programmed to prepare 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 academic year For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

02

Objectives

The main objective of this Postgraduate Diploma is to provide specialists with the latest information on medical departments in the pharmaceutical industry. For this purpose, it provides professionals with the most innovative educational tools, which will bring them up to date with the structure and operation of *Medical Affairs*, the analysis and methodologies used in pharmacoeconomics, as well as the adaptation and progress achieved in this sector thanks to digital transformation.

This Postgraduate Diploma will bring you up to date on HTA assessment, its current status worldwide and future development"

General Objectives

- Assimilate the scientific-technical knowledge that will allow to perform the functions in the *Medical Affairs* department
- Gain an in-depth understanding of the relationship between the MSL and the *Medical Advisor* with the rest of the departments
- Investigate models of the relationship between the medical affairs department and the rest of the departments of the pharmaceutical industry
- Train the professional, through the necessary skills, to improve problem solving and develop essential professional competencies
- Gain in-depth knowledge of new projects of value for the pharmaceutical industry, such as *Lean* methodology and digital transformation
- Show the vision of hospital pharmacy as an agent of collaboration in research. in research
- Gain in-depth knowledge of the latest research support tools
- Develop actions and initiatives that improve health outcomes, in collaboration with physicians, industry personnel and health departments
- Develop skills in scientific communication to train and inform other departments and improve the relationship with the physician and patient
- Train the professional in the critical reading of articles and in evidence management
- Design effective leadership strategies in work teams and with other departments
- Train the professional in conflict resolution in the workplace
- Implement emotional intelligence in the pharmaceutical industry sector
- Interpret the priorities of the pharmaceutical company and establish cooperation with health institutions, understanding the strategic competencies of the medical department, within the ethical framework
- Manage scientific databases for carrying out reviews and bibliographic searches of scientific studies
- Use medical information as a strategy to update the medical team
- Train the practitioner to communicate medical information to the patient and the health professional

An opportunity created for educators who are looking for an intensive and effective program to take a significant step forward in their career"

Specific Objectives

Module 1. The drug access environment in the 21st century

- Describe the most relevant characteristics of the current changing environment that condition the pharmaceutical industry and health care systems
- Understand the challenges of the industry in the innovation of new treatments and in the access to the drug market access to the drug market
- Investigate the benefits of public-private partnerships to address challenges
- Identify the different types of relationships between the industry and its Stakeholders with their different interests
- Recognize the different types of companies related to the pharmaceutical industry
- Simulate a drug regulation system
- Define the different types of drugs and their approach strategy to different customers. to the different customers

Module 2. The Medical Affairs Department

- Describe the characteristics of the structure and functions of a Medical Affairs department
- Investigate models of the relationship between the medical affairs department and the rest of the departments of the pharmaceutical industry
- Recognize the different roles within the Medical Affairs department
- Simulate a medical plan and a product plan
- Define the integral communication plan
- Design RWE studies
- Recognize the importance of Compliance in the Medical Affairs department

Module 3. *Market Access, Health Economics & Outcomes Research*

- Know the basic concepts of pharmaeconomics and the economic evaluation of a drug
- Investigate why and what it is used for in health decision making
- Recognize the different methodologies of HTA assessment
- Simulate the measurement and estimation of health outcomes
- Describe the most relevant features of *Market Access*
- Recreate a market access strategy for a medicine
- Describe different drug financing models
- Recognize the importance of measuring health outcomes from an industry perspective
- Recognize a correct economic evaluation of a drug

Module 4. New value projects of the pharmaceutical industry. Digital transformation in Medical Affairs

- Describe the most relevant characteristics of change management in the health care environment
- Learn about Lean methodology in health care
- Research organizational transformation models
- Recognize Organizational Culture
- Simulate an organizational change
- Define digital transformation in Medical Affairs
- Recognize the training strategy and define the training objective
- Investigate how to measure the implementation of the strategy
- Indicator-based evaluation of the strategy
- Define *Agile Mindset*
- Use predictive analytics as a tool for decision making
- Design a training plan for opinion leaders

03

Course Management

TECH has brought together a management and teaching staff versed in *Medical Affairs* to offer professionals entering this program the latest and most updated information about this department in the pharmaceutical industry. Their extensive experience in the sector, as well as their knowledge in this field are reflected in the syllabus of this program, of which the specialist will be able to consult any doubts that may arise during the 6 months of duration of this Postgraduate Diploma.

You have a management and teaching team with extensive professional experience as a Medical Affair in the Pharmaceutical Industry"

Management

Dr. Cuchí Alfaro, Miguel Ignacio

- Medical Director of Hospital Universitario Puerta de Hierro Majadahonda in Spain
- Medical Coordinator of Hospital Audits in the Madrid Service
- Deputy at the Ramón y Cajal University Hospital of Madrid
- Deputy at the Ramón y Cajal University Hospital of Madrid
- Degree in Medicine

Professors

Ms. Susanna, Gabriela

- Medical Advisor. Novartis
- MBA Pharma & Biotech, Esame Pharmaceutical Business School, Madrid
- Master's Degree in Virology Complutense University, Madrid
- Degree in Veterinary Medicine from the Complutense University Madrid

Dr. Díaz Pollán, Conception

- Senior Regulatory Affairs Specialist
- PhD in Chemical Sciences and Specialist in Quality Control from the Universidad Autónoma de Madrid
- Graduate in Pharmacy from the Complutense University

Dr. De los Santos Real, Heidi

- Manager of Pricing Strategy and Pharmacoeconomics at Merck Spain
- Doctorate in Pharmacy from the Complutense University of Madrid
- MBA in Management of Pharmaceutical Companies by EPHOS-Universidad Alcalá de Henares, Madrid
- Master's Degree in Development, Registration and Regulation of Medicines in the European Union Universidad Autónoma de Barcelona
- Master's Degree in European Regulation by the College of Pharmacists of Madrid

Dr. Díez Merchán, Irene

- Medical Affairs Director at FAES Farma
- Medical Business Development Manager at FAES Farma
- Degree in Medicine from the Autonomous University Madrid
- Specialist in Pulmonology, Gregorio Marañón General University Hospital

Dr. Lobrera Mozo, Juan

- Medical and Regulatory Affairs Director, Ipsen Pharma Iberia
- Specialist in Clinical Microbiology and Parasitology at Hospital Puerta de Hierro Majadahonda in Spain
- Graduate in Medicine and Surgery from the Universidad de Navarra

Ms. Vega Arias, Lucía

- Government Affairs, Policy & Patients Advocacy Senior Professional at Merck Spain
- Government Affairs Manager at Consultoría del Sector Salud
- Master's Degree in Access and Relations with Health Administrations
- Degree in Law, Sociology and Political Science and Administration

Ms. Mir Melendo, Nuria

- Medical Director of the Rare Diseases Area at PFIZER SPAIN
- Master's Degree in Marketing for the Pharmaceutical Industry from Instituto de Empresa
- Specialist in Clinical Microbiology and Parasitology (via F.I.R.) at the Ramón y Cajal University Hospital
- Graduate in Pharmacy from the University of Navarra

Mr. Aller Álvarez, Rubén

- Specialist in health technology
- Expert in circular economy applied to the health sector
- Member of the Board of Directors, Spanish Society of Clinical Engineering Therapy

Ms. Gómez Carballo, Natalia

- Health Economics & Market Access Manager UCB Pharma
- MBA's Degree in Pharmaceutical Industry and Biotechnology EPHOS
- Master's Degree in Health Evaluation and Market Access by Universidad Carlos II

The leading professionals in the field have come together to offer you the most comprehensive knowledge in this field, so that you can develop with total guarantees of success"

04

Structure and Content

There is no doubt that the video summaries of each topic, the videos in detail, the diagrams or the case studies are the most appropriate or case studies are the most appropriate pedagogical tools to obtain an advanced and intensive knowledge about Medical Affairs in the Pharmaceutical Industry. In this way, these multimedia resources, available 24 hours a day, will enable students to learn about the latest developments in these departments, pharmacoeconomics and the digital transformation that is taking place in the pharmaceutical sector. All this will allow you to be up to date in this in this field in an agile and practical way.

A syllabus with a theoretical-practical approach that will bring you up to date with the latest developments and requirements demanded in the main departments of Medical Affairs"

Module 1. The drug access environment in the 21st century

1.1. Role of the pharmaceutical industry in the provision of health care in health systems
- 1.1.1. Core competencies that a public health administration should have
- 1.1.2. Constantly changing health care models. Emergence of new technologies, need for greater efficiency and sustainability
- 1.1.3. Innovative industry challenges for the development of innovative treatments. The benefits of public-private collaboration in R&D
- 1.1.4. Challenges of the Pharmaceutical Industry in market access. The benefits of public-private partnerships

1.2. Current challenges and pricing and reimbursement
- 1.2.1. Challenges for the NHS. Increased life expectancy-timeliness more sophisticated drugs uncertainty management
- 1.2.2. Pricing and financing procedure. Ministries of health, price commissions, pharmaceutical benefit advisory committees, etc
- 1.2.3. Drug pricing and pricing policies
- 1.2.4. Current panorama of innovative drug financing. Uncertainty management
- 1.2.5. Models of access to innovation and management of clinical and budgetary uncertainty by the pharmaceutical industry

1.3. *Stakeholders* of the pharmaceutical industry I
- 1.3.1. The different *Stakeholders* and their interests
- 1.3.2. Relationship between industry and health care managers: public and private spheres
- 1.3.3. Relationship between industry and health care managers: public and private spheres
- 1.3.4. Relationships With Health care Professionals

1.4. *Stakeholders* of the pharmaceutical industry II
- 1.4.1. Patient relations as a key stakeholder in the health care environment
- 1.4.2. Relations with other *stakeholders*: scientific societies, professional associations, *lobbying* and influence groups, political institutions, media

1.5. Types of Drugs Innovative pharmaceuticals
- 1.5.1. Types of drugs: innovators, generics and biosimilars
- 1.5.2. Market introduction of an innovative drug. Importance of a good identification according to the drug type
- 1.5.3. Approach and relationship strategy with the different customers
- 1.5.4. Rare diseases and orphan drugs
- 1.5.5. Personalized Medicine

1.6. Types of Drugs Generic and biosimilar drugs
- 1.6.1. Differences between generics, biosimilars and originator drugs
- 1.6.2. Role of generics and biosimilars in the pharmaceutical market
- 1.6.3. Approach and relationship strategy with the different customers
- 1.6.4. Forms of contracting, tenders and central purchasing office
- 1.6.5. Substitution, interchangeability of generic drugs

1.7. Business ethics and bioethics
- 1.7.1. Internal compliance policies of the pharmaceutical company
- 1.7.2. Transparency of the pharmaceutical industry's interrelationships

1.8. New challenges
- 1.8.1. New diseases with unmet medical needs
- 1.8.2. High time and costs for the development of a new drug. Well-defined investment strategies
- 1.8.3. Need to implement new technologies in the research, development and production processes of the innovative drug
- 1.8.4. Competitor entry and shortening of the drug life cycle
- 1.8.5. Sustainability, equity and information management systems

1.9. Trends in the pharmaceutical industry
- 1.9.1. Personalized and Precision Medicine
- 1.9.2. Role of patients in decision making
- 1.9.3. The Transparency Commitment
- 1.9.4. Basis for public-private partnerships

1.10. From universal access to innovative drugs to cost control
- 1.10.1. Evolution of access to innovative medicines
- 1.10.2. The Cost of Medication
- 1.10.3. Clinical Relevance
- 1.10.4. The Makers (F) Map
- 1.10.5. Finding the right balance

Module 2. The Medical Affairs Department

2.1. What is the medical affairs department?
- 2.1.1. History of the Medical Affairs department and its evolution in pharmaceutical companies
- 2.1.2. Objective and functions of the department
- 2.1.3. General department structure in different companies

2.2. Medical affairs department in pharmaceutical and *Biotechs* companies
- 2.2.1. Relationship of medical affairs with commercial departments
- 2.2.2. Relationship of medical issues with the *Market Access* Department
- 2.2.3. Relationship of medical issues with the *Regulatory* Department
- 2.2.4. Relationship of medical issues with the Research and Clinical Trials Department and Clinical Trials
- 2.2.5. The relationship of medical issues in terms of product life cycle

2.3. Medical issues in terms of product life cycle
- 2.3.1. The medical strategy based on the product life cycle
- 2.3.2. Launching strategies

2.4. Medical plan and product plan
- 2.4.1. Definition of medical plan and product plan
- 2.4.2. Product plan structure: strategic and action plan
- 2.4.3. Medical Affairs *and Medical Societies*: support for healthcare professionals through societies

2.5. Roles in the Medical Affairs Department: the *Medical Advisor*
- 2.5.1. *Medical Advisor* functions: design of medical product strategy
- 2.5.2. Management of medical projects and Phase IV studies
- 2.5.3. Medical project finance

2.6. Roles in the medical affairs department: the MSL
- 2.6.1. MSL functions: medical communication and interlocutors
- 2.6.2. Implementation of medical projects and territorial management
- 2.6.3. MSL *Skills*
- 2.6.4. Time organization and prioritization

2.7. Medical communication and *Insights* gathering
- 2.7.1. High-impact F2F communication
- 2.7.2. Tailoring communication to profile and *Insights* based communication
- 2.7.3. Management of medical requests and negotiation

2.8. Integral communication plan
- 2.8.1. Media and omni-channel plan
- 2.8.2. Communication at congresses
- 2.8.3. Integration of the communication plan in the medical plan

2.9. RWE and Phase IV studies
- 2.9.1. RWE and Phase IV study design
- 2.9.2. Medical plan integration
- 2.9.3. *Investigator Initiated Studies/Trials y Research Collaborations*
- 2.9.4. Collection and Measuring of Results

2.10. *Compliance* in the medical affairs department
- 2.10.1. Promotion definition
- 2.10.2. *On Label/Off Label* Definition
- 2.10.3. Differences between commercial department and medical affairs
- 2.10.4. Integrity at Work

Module 3. *Market Access, Health Economics & Outcomes Research*

3.1. Introduction to pharmacoeconomics and economic evaluation of pharmaceuticals
- 3.1.1. Basic Concepts
- 3.1.2. Why and for what purpose are they used in health decision making?
- 3.1.3. Opportunity Cost
- 3.1.4. Consumption of health and non-health resources in pharmacoeconomics studies (types of costs)
- 3.1.5. Measurement and estimation of health outcomes (*Outcomes*)
- 3.1.6. QALY: concept and methods for its calculation

3.2. Types of full pharmacoeconomic analyses most commonly used in the economic evaluation of drugs
- 3.2.1. Cost minimization analysis
- 3.2.2. Cost-effectiveness and cost-utility analysis
- 3.2.3. Cost-Benefit Analysis
- 3.2.4. Concept of the incremental cost per additional unit of health benefit
- 3.2.5. Concept of the incremental cost per additional unit of health benefit

3.3. Types of partial pharmacoeconomic analysis
- 3.3.1. Cost of illness and cost and consequence studies
- 3.3.2. Budget Impact Analysis: what is it, how is it done and what is it for in drug pricing and financing decisions
- 3.3.3. Other decision support analyses NNT, MCDA

3.4. Current importance of health outcome measurement
- 3.4.1. Patient-reported health outcomes PROs and PREs in the context of clinical research
- 3.4.2. Concept, definition and introduction to measurement with health scales
- 3.4.3. What can be measured and with what instruments?
- 3.4.4. The EQ-5D SF-36 Questionnaire

3.5. Critical review of published economic evaluations in the literature
- 3.5.1. Application of existing list-guides
- 3.5.2. Review of international guidelines and recommendations for designing and conducting economic evaluations
- 3.5.3. Systematic reviews and meta-analyses of published economic evaluations

3.6. *Market Access*
- 3.6.1. Environmental. HEALTH Systems: Bismarck Model and Beveridge Model
- 3.6.2. Equity/access
- 3.6.3. Challenges of Health Systems

3.7. Arrival of the drug to the patient
- 3.7.1. Price negotiation and financing process
- 3.7.2. Most common barriers to drug financing/pricing
- 3.7.3. Price erosion over the life of the medicine

3.8. What is market access?
- 3.8.1. Introduction
- 3.8.2. How to create a strategies for the access?
- 3.8.3. Value proposition and strategic market access dossier for a new drug of a new drug
- 3.8.4. Definition and implementation of the access plan for a new therapeutic option

3.9. Different drug financing models
- 3.9.1. Financial models (price-volume agreements, expenditure ceilings, etc.)
- 3.9.2. Clinical outcome-based models (risk-sharing programs, etc.)
- 3.9.3. Patient access schemes
- 3.9.4. Other ways to increase market access for new therapeutic options

3.10. HTA evaluation (health technology assessment)
- 3.10.1. Different methodologies in different countries
- 3.10.2. Basic rules that an HTA regulation must have
- 3.10.3. Current Situation and Future Development

Module 4. New value projects of the Pharmaceutical Industry. Digital Transformation in Medical Affairs

4.1. Change management, value-added services in strategic projects
- 4.1.1. Time of change or change of era
- 4.1.2. Why do changes fail?
- 4.1.3. People are at the center of change
- 4.1.4. Three elements to facilitate change
- 4.1.5. Eight steps to drive change

4.2. Introduction to *Lean*, an essential ingredient in any collaborative project
- 4.2.1. Empathy
- 4.2.2. *Lean* History
- 4.2.3. *Lean* in Health Care
- 4.2.4. *Lean* Five Principles
- 4.2.5. *Lean* Toolbox

4.3. Emotional leadership, development of skills needed to drive innovation
- 4.3.1. *Pull* vs. *Push*
- 4.3.2. What is Leadership?
- 4.3.3. Leadership without hierarchy
- 4.3.4. Hierarchical leadership traps
- 4.3.5. Leader 5.0.

4.4. *Team Building*, reinforcement dynamics in organizational transformation processes
- 4.4.1. The four dimensions of personality
- 4.4.2. Necessary personality types
- 4.4.3. The five dysfunctions of a team
- 4.4.4. The five waves of trust
- 4.4.5. Creating High-Performance Teams

4.5. Cultural change strategies in healthcare organizations
- 4.5.1. What is Management Culture?
- 4.5.2. Why is it relevant in a change management process?

4.5.3. Barriers
4.5.4. Hoshin Kanri
4.5.5. Examples of major organizational changes
4.6. Digital Transformation
4.6.1. Knowing and understanding the customer
4.6.2. *Player* profiles: professionals, patients, institutions and medical societies
4.6.3. Real-time information
4.6.4. Map the information in an efficient, effective and certified manner
4.7. Educational and training strategy
4.7.1. Definition and objectives
4.7.2. Data Science
4.7.3. Living information as constantly evolving
4.7.4. Continuous training as a Medical Affairs tool
4.8. Content at the center
4.8.1. Content generator and manager
4.8.2. Know the needs of the *Player*
4.8.3. Create ad hoc material based on your needs
4.8.4. Quality of reference-based content
4.9. Measurement the implementation of the strategy
4.9.1. Definition and objectives
4.9.2. What are KPI?
4.9.3. Indicator-Based Assessment
4.9.4. Visualization as an Analysis Tool
4.10. *Agile Mindset*
4.10.1. What is *Agile Mindset*?
4.10.2. Predictive as a tool for decision making
4.10.3. Advantages and Disadvantages
4.10.4. Design of a training plan for the creation of opinion leaders

05

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: ***Relearning.***

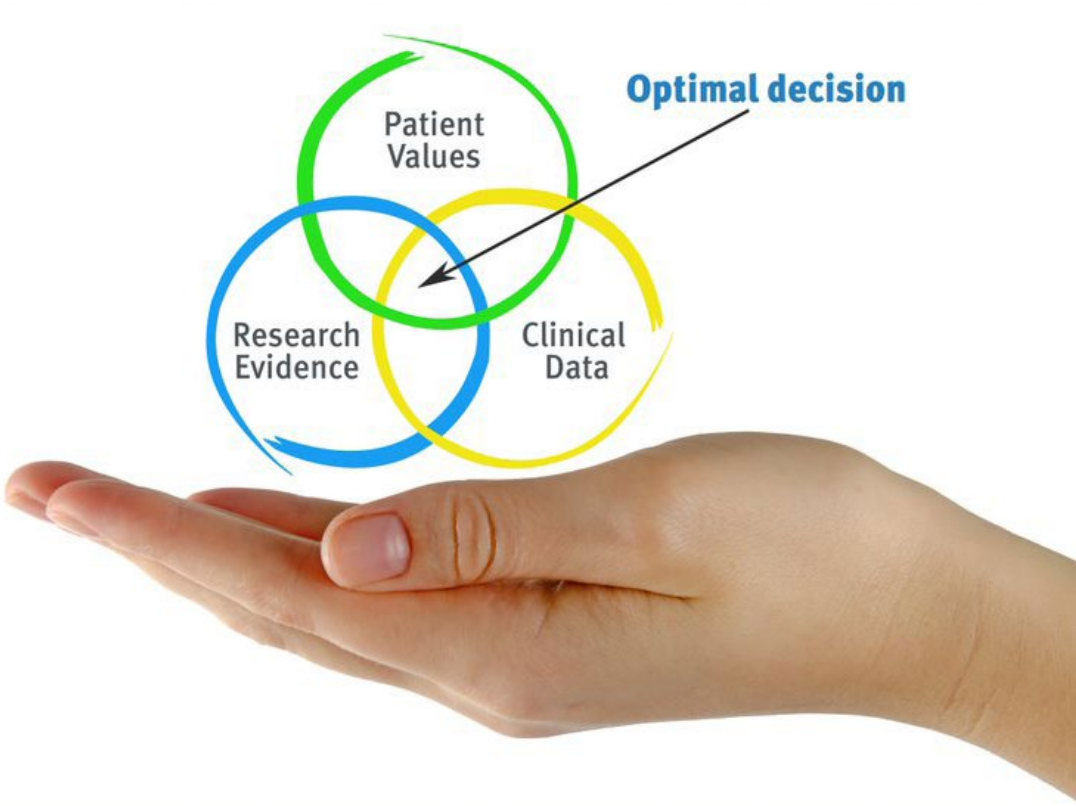
This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the ***New England Journal of Medicine*** have considered it to be one of the most effective.

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.

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:

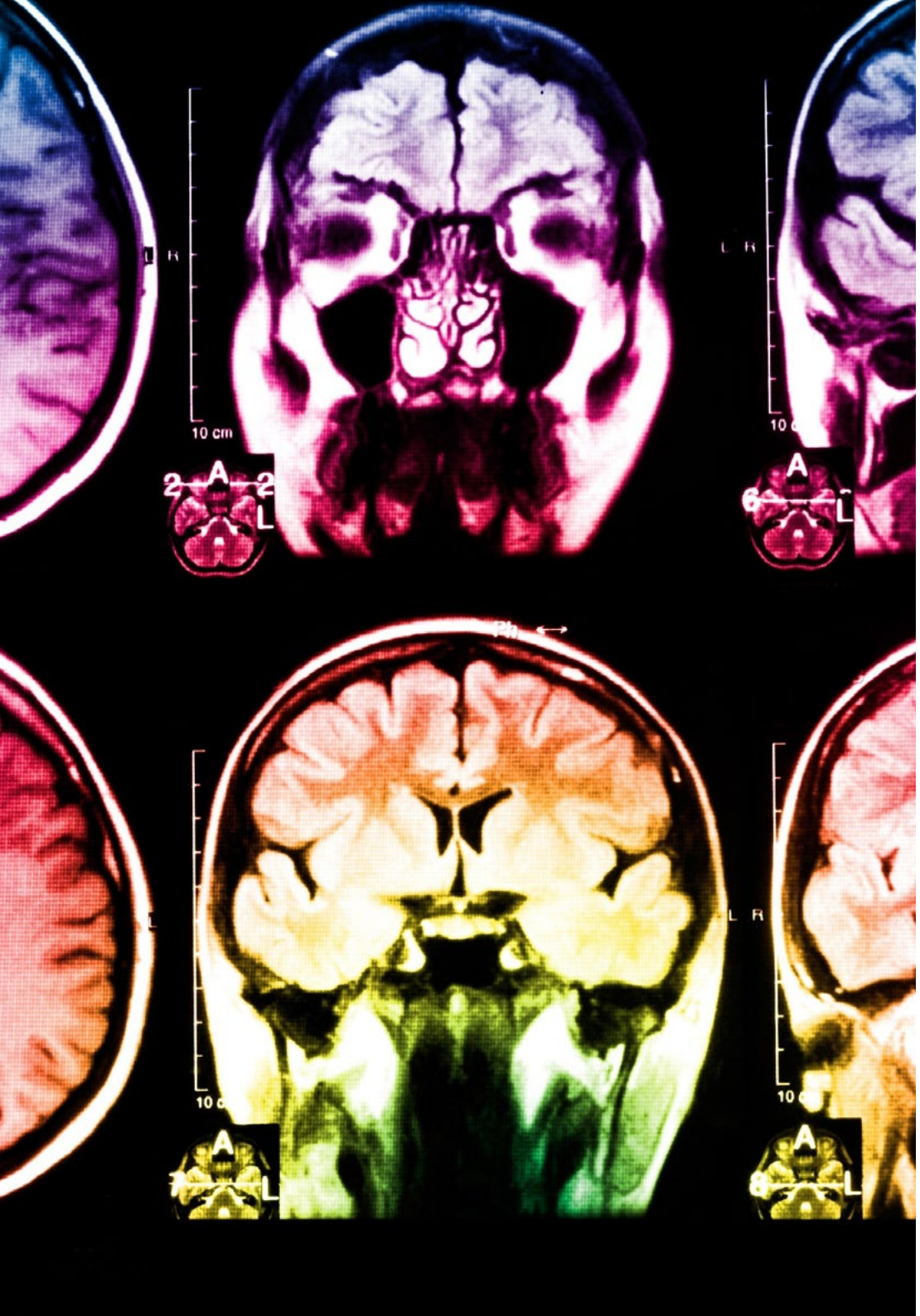
1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that evaluate real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better 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.

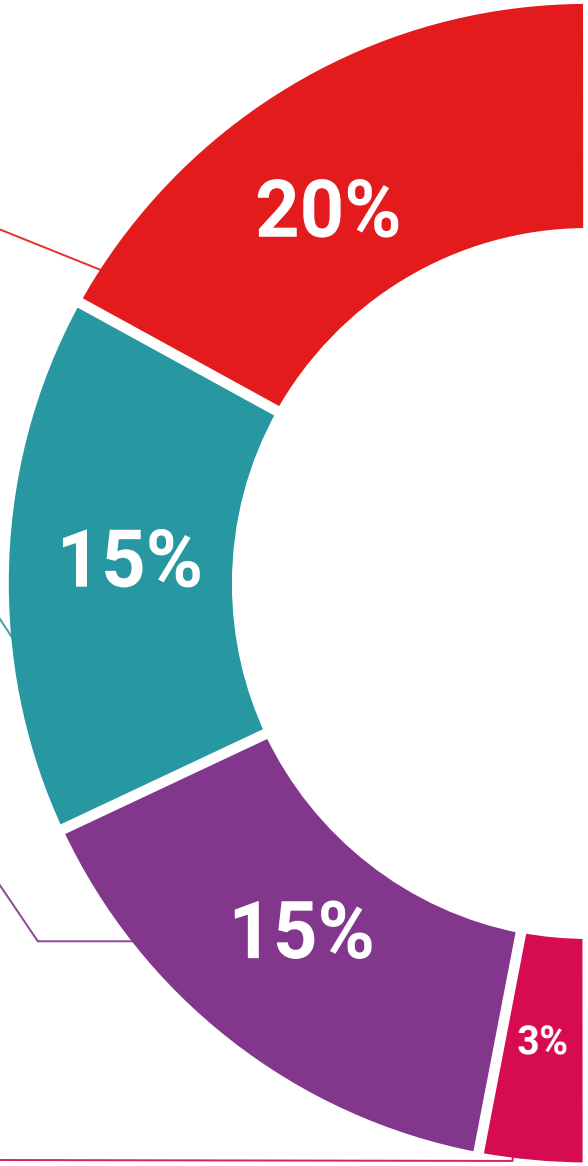
Interactive Summaries

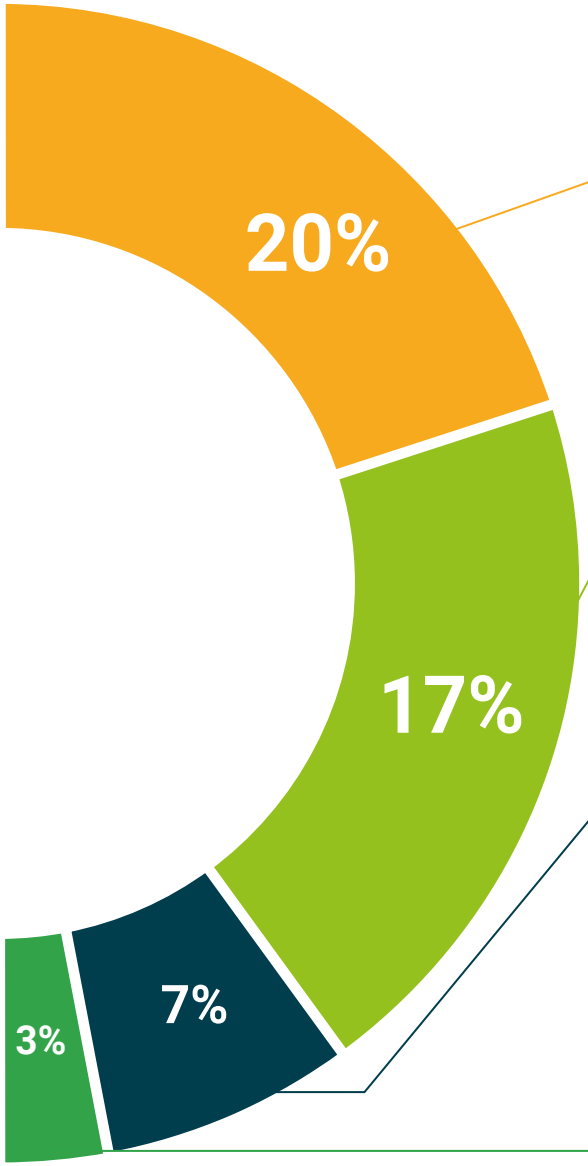
The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

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 Diploma in Medical Affairs in the Pharmaceutical Industry guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.

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

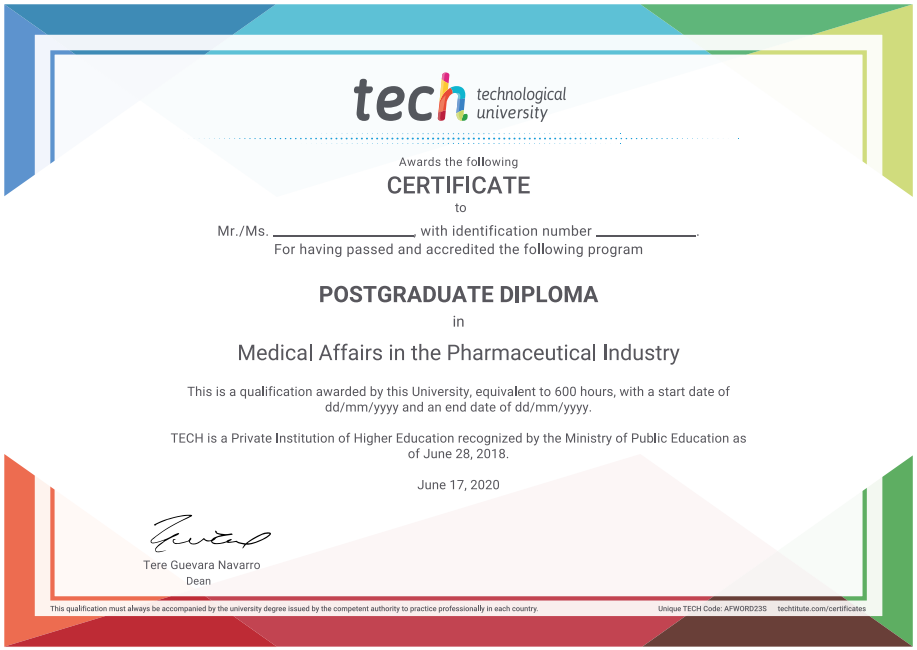
This **Postgraduate Diploma in Medical Affairs in the Pharmaceutical Industry** contains the most complete and up-to-date scientific program on the market.

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

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

Title: **Postgraduate Diploma in Medical Affairs in the Pharmaceutical Industry**

Official Nº of hours: **600 h.**


tech technological university

Awards the following

CERTIFICATE

to

Mr./Ms. _____, with identification number _____.

For having passed and accredited the following program

POSTGRADUATE DIPLOMA

in

Medical Affairs in the Pharmaceutical Industry

This is a qualification awarded by this University, equivalent to 600 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country. Unique TECH Code: AFWORD23S techtitute.com/certificates

*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.


tech technological university
Postgraduate Diploma
Medical Affairs in the Pharmaceutical Industry
» Modality: online
» Duration: 6 months
» Certificate: TECH Technological University
» Dedication: 16h/week
» Schedule: at your own pace
» Exams: online

Postgraduate Diploma
Medical Affairs in the Pharmaceutical Industry

tech technological university