

Postgraduate Diploma Public Health Management





Postgraduate Diploma Public Health Management

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Credits: 18 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/medicine/postgraduate-diploma/postgraduate-diploma-public-health-management

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01

Introduction

Public Health Management faces multidimensional and dynamic challenges, influenced by factors such as globalization, climate change, social inequities and the rapid evolution of infectious diseases. The COVID-19 pandemic has highlighted the importance of effective and coordinated management to prevent, detect and respond to global health emergencies. New technologies, such as Artificial Intelligence, are also being explored to optimize decision making and improve the health of populations. In this context, a complete academic program has been developed 100% online, so that only an electronic device with an Internet connection is needed to access it. In addition, it is based on the revolutionary Relearning methodology, pioneer in TECH.





“

Thanks to this 100% online Postgraduate Diploma, you will delve into the fundamental principles of healthcare management, equipping you with the skills to address the complex challenges of Public Health”

Public Health Management is at a crucial moment, marked by the continuous evolution of global health threats, such as the COVID-19 pandemic, as well as by technological advances and the growing awareness of the importance of equity in access to health care.

This is how this Postgraduate Diploma in Public Health Management was born, which will address a wide range of essential content to understand and address the challenges in the field of public health management. In this sense, a solid foundation will be established by exploring health as an integral and global concept, as well as by analyzing the most relevant health determinants in the current situation. In addition, models of international collaboration in health will be examined and international policies and legal frameworks will be reviewed.

Communication processes and their application in this context will also be covered, as well as the use of social networks and other platforms as key tools for intervention and dissemination of public health information. In addition, the technological developments available and the emerging role of Artificial Intelligence in the improvement of community health.

Finally, the syllabus will focus on the evaluation of public health policies and programs, recognizing its importance as an essential part of the development and continuous improvement of health interventions. It will also present evaluation models, qualitative and quantitative tools, as well as methods to measure and analyze health outcomes.

At this juncture, an academic program of excellence has been developed, completely online, in order to meet the individual needs of students and avoid additional difficulties, such as travel to a physical campus and adaptation to established schedules. In addition, the innovative Relearning methodology is introduced, which involves the repetition of key concepts for an optimal understanding of the contents.

This **Postgraduate Diploma in Public Health Management** 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 Public 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 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



You will be able to successfully perform in leadership roles in health organizations, government agencies and NGOs, contributing to the improvement of health systems at international levels. Enroll now!"

“*You will be immersed in evaluation models, and qualitative and quantitative tools, as well as methods for measuring and analyzing health outcomes, thanks to an extensive library of multimedia resources”*

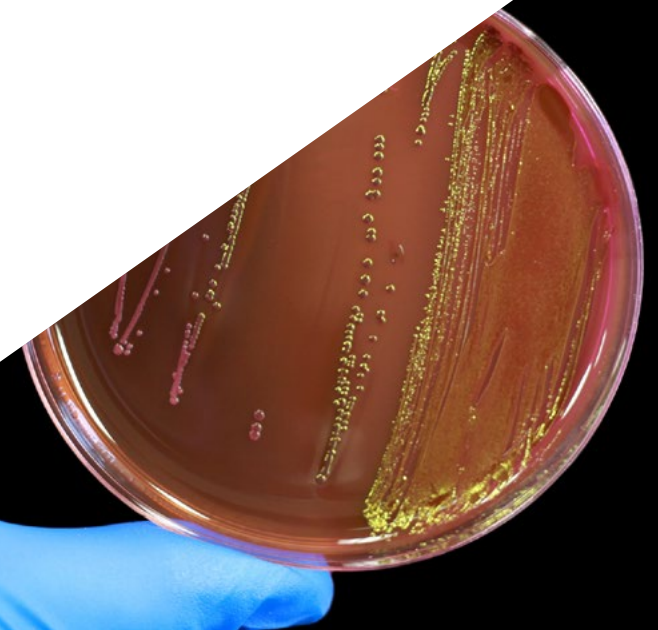
The program's teaching staff includes professionals from the sector who contribute their work experience to this specializing program, as well as renowned specialists from leading societies and prestigious universities.

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.

You will analyze the models of international collaboration in health and review the policies and legal frameworks at the international level, all through the best didactic materials, at the forefront of technology and education.

You will delve into communication processes and their application in Public Health, as well as the use of social networks and other platforms as key tools for intervention and information dissemination.



02 Objectives

The main objective of the university program will be to provide physicians with the necessary skills and knowledge to effectively address emerging challenges in the field of Public Health. Therefore, they will acquire competencies to understand health determinants, evaluate Public Health policies and programs, and use communication and new technologies in health promotion and disease prevention. In addition, professionals will be skilled to play leadership roles in health management, contributing to the improvement of health systems and the well-being of communities.



“

You will acquire specialized knowledge on the determinants of health, public policies and the international legal framework in the field of Public Health, always based on the Relearning methodology”



General Objectives

- ♦ Develop a broad and comprehensive conceptual framework of the situation, challenges and needs of Public Health in the 21st century
- ♦ Examine the international and global framework of Public Health policies
- ♦ Determine the key factors for a correct communication in health crisis: crisis communication and communication crisis
- ♦ Identify the theoretical and methodological framework for evaluation in Public Health
- ♦ Identify the steps to be followed for disease assessment using epidemiological data
- ♦ Compile the research methodology related to disease surveillance
- ♦ Identify the main risk and protective factors in communicable and non-communicable diseases
- ♦ Analyze the importance of quality assessment of intervention studies



You will develop leadership and management skills that will enable them to perform effectively in roles of planning, implementation and evaluation of health interventions at the global level"





Specific Objectives

Module 1. Public Health in the 21st Century

- ♦ Establish health as an integral and global concept and to define the influencing factors
- ♦ Establish the most relevant health determinants in the current situation, historical evolution and to lay the foundations for their future development
- ♦ Analyze the current models of international collaboration in health and their characteristics
- ♦ Examine the interactions between health, the health system, the environment and the social system
- ♦ Analyze current public health policies at the international level
- ♦ Review the legal, regulatory and institutional framework for health at the international level
- ♦ Recognize the political and governance functions, insurance and provision of public health services in any health system
- ♦ Determine the set of professional competencies required to work in public health services
- ♦ Incorporate the organizational perspective to the main challenges in Public Health, specifically climate change and pandemic
- ♦ Specify the objectives and evaluate the health impact of interventions, both health and non-health interventions

Module 2. Communication and New Technologies in Public Health

- ♦ Analyze communication processes and their use in Public Health
- ♦ Evaluate the current presence of Public Health in the communication framework and develop strategies for its improvement
- ♦ Examine the different communication channels available for use in Public Health and define their use

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

Module 3. Evaluation of Public Health Policies and Programs

- ♦ 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

The teachers have been carefully selected for their experience and expertise in the field of Public Health. Composed of experts in various areas, these professionals are committed to providing high quality specialization, combining theory with practice. Therefore, their objective will be to guide graduates through a rigorous program that will enable them to acquire the skills and competencies necessary to face contemporary challenges in Public Health Management with confidence and effectiveness, contributing to the advancement of the health of communities locally and globally.

A close-up photograph of a human eye with a contact lens. The eye is light-colored, and the contact lens is visible on the iris. The eyelashes are dark and well-defined. The background is a dark blue gradient.

“

The faculty of this Postgraduate Diploma are experts in various fields related to Public Health, with a solid academic background and extensive professional experience in the sector"

Management



Ms. Ruiz Redondo, Julia María

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



04

Structure and Content

The academic degree will offer a rigorous program of study designed to equip physicians with the skills and knowledge necessary to address the complex challenges of Public Health Management at the community and global levels. Therefore, a wide range of topics will be addressed, from understanding the determinants of health and the analysis of public policy, to the development of public policy analysis, to the development of leadership and management skills in health. In addition, the role of communication and new technologies in public health will be analyzed, as well as the evaluation of health policies and programs.



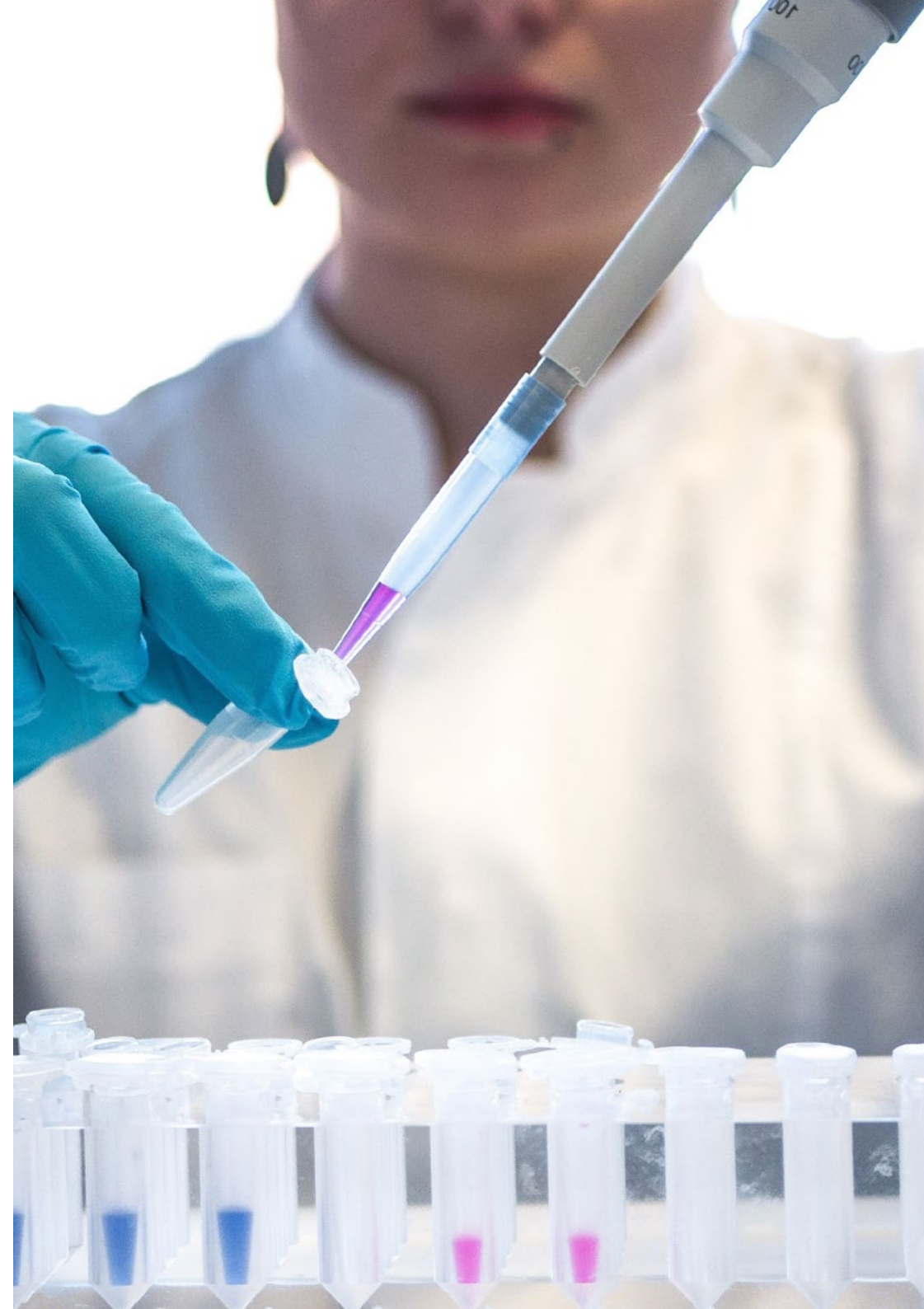


“

You will gain a comprehensive understanding of how factors such as the social environment, the healthcare system and climate change influence the health of populations, thanks to the best digital university in the world, according to Forbes”

Module 1. Public Health in the 21st Century

- 1.1. Health, a Global Public Good
 - 1.1.1. Health: Concept, Limitations of Definitions and Evolution
 - 1.1.2. Health of the Individual, Public Health and Social Health
 - 1.1.3. Health in a Globalized World: Opportunities and Threats
- 1.2. Health Determinants: Past, Present and Future
 - 1.2.1. Models: Health Field, Social Determinants, Social Determination
 - 1.2.2. Structural, intermediate and proximal determinants
 - 1.2.3. Health Determinants in the 21st Century: New Perspectives
- 1.3. Collaborative Culture at the International Level
 - 1.3.1. Structures and Institutions
 - 1.3.2. The Impulse of NGOs: Channels of Collaboration and Weaknesses
 - 1.3.3. The Role of Private Actors in International Health Collaboration
- 1.4. Health and Sustainable Development
 - 1.4.1. Agenda 2030 and Sustainable Development Goals
 - 1.4.2. Health Beyond SDG 3
 - 1.4.3. One Health: One Concept, One Voice, One Policy
- 1.5. New Profiles in Public Health (PH): Human Resources
 - 1.5.1. Data and Communication
 - 1.5.2. New Professional Profiles in Public Health: Technological, Social, and Ethical
 - 1.5.3. Public Administrations Faced with the Challenge of New Profiles
- 1.6. Current Public Health Policies
 - 1.6.1. Public Health Strategies
 - 1.6.2. Public Health and Environmental Challenges
 - 1.6.3. Public Health in the Information Society
- 1.7. Public Health Impact Interventions
 - 1.7.1. Health Impact Assessment
 - 1.7.2. Decision Making and Prioritization of Interventions: Budgetary, Social and Ethical Aspects
 - 1.7.3. Success Stories



- 1.8. International Public Health Projects in Endemic Areas, Outbreaks and Epidemics
 - 1.8.1. Strategies for Health Surveillance in the 21st Century
 - 1.8.2. The COVID19 Pandemic: A Before and After or Just a Temporary Change?
 - 1.8.3. International Collaboration in this Context
- 1.9. Management, Financing and Leadership in Public Health
 - 1.9.1. Public Health Management Models: Health Authority and Provision
 - 1.9.2. Agencies, Centers and Institutes
 - 1.9.3. Public Health Budgets: Decision and Management
- 1.10. Legal Aspects at the International Level in the Context of Public Health
 - 1.10.1. International Standards
 - 1.10.2. Right to Health: Perspective and Comparison
 - 1.10.3. International Health Regulations (IHR)

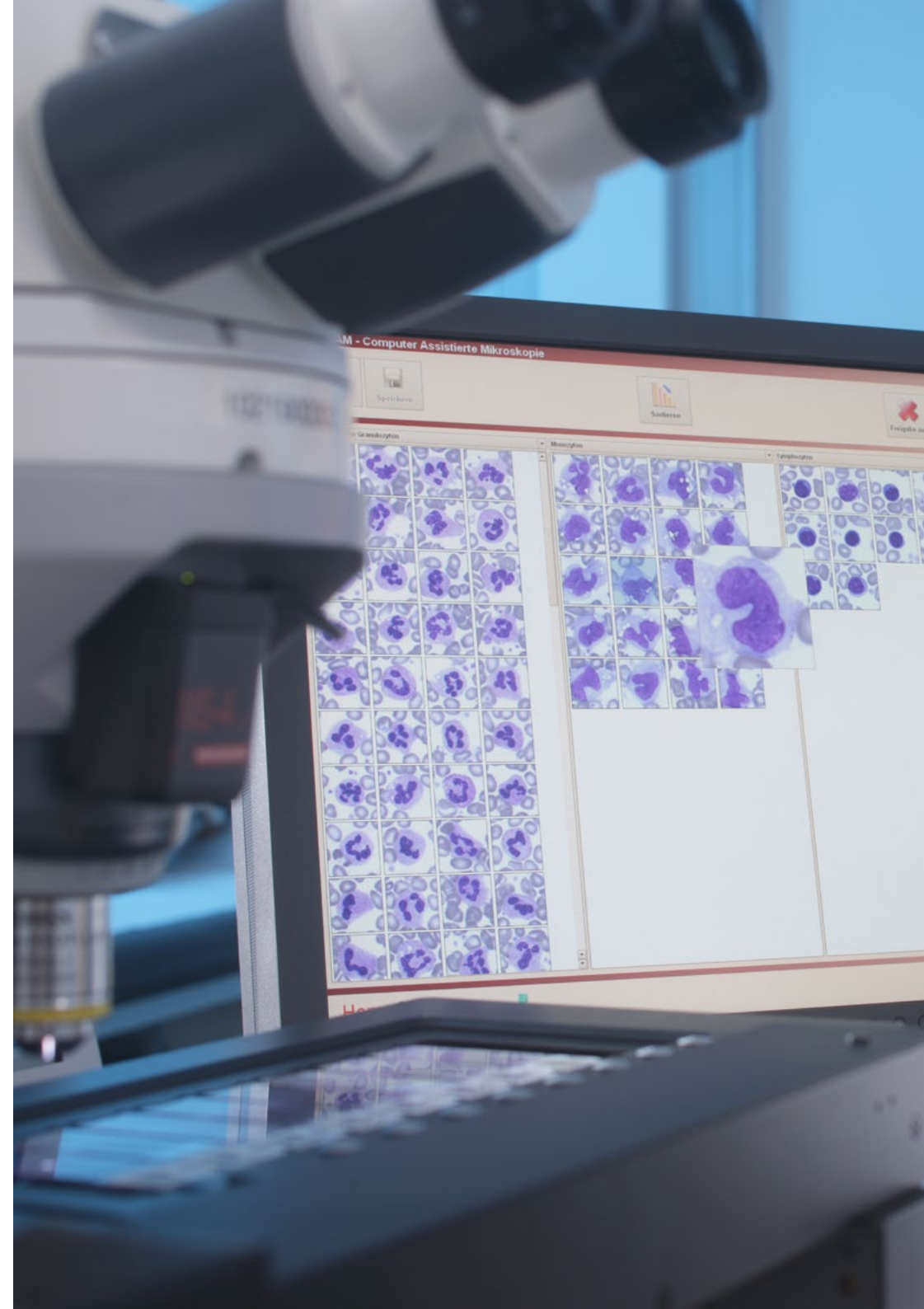
Module 2. Communication and New Technologies in Public Health

- 2.1. Communication Processes: Transparency, Trust and Communication Strategies in the Mass Media in Public Health
 - 2.1.1. The Communication Process in Public Health
 - 2.1.2. Health Communication
 - 2.1.3. Agents of the Communication Process
- 2.2. Public Health Image, Reputation and Presence
 - 2.2.1. Image and Impact of Public Health
 - 2.2.2. Reputation, Trust and Reliability Importance in Effective Communication
 - 2.2.3. The Future of Public Health Image Post-COVID-19 Scenario and Actions for Improvement
- 2.3. Design of Effective Communication Strategies in Public Health
 - 2.3.1. Communication as a Tool for Public Health Policies, Programs and Interventions
 - 2.3.2. Reaction or Proaction: Communication Planning
 - 2.3.3. Objective, Message, Channels and Agents
- 2.4. Communication Channels: Analysis, Use and Evaluation in Healthcare
 - 2.4.1. Analysis of Health Communication Channels
 - 2.4.2. Strategies and Models of Use of the Different Channels: Segmentation, Scope, and Specific Use
 - 2.4.3. Preliminary Evaluation of the Different Channels and Evaluation of Interventions
- 2.5. Leadership and Communication Styles Among Professionals: Coaching and Empowerment in Public Health
 - 2.5.1. Importance of Internal Communication Factors, Styles and Models
 - 2.5.2. Models of Training and Empowerment of Communication Between and by Health Professionals
 - 2.5.3. The Health Professional as the Axis of Communication: the White Coat Loudspeaker and its Particularities in Public Health
- 2.6. Communication in Crisis Situations for Public Health
 - 2.6.1. Crisis Communication and Communication Crisis
 - 2.6.2. Key Factors in Health Crisis Communication: Coping with Uncertainty
 - 2.6.3. Strategies and Agents The Role of the Spokesperson
- 2.7. Social Media Research and Strategy to Improve Accessibility to Truthful and Reliable Information Improving Health Literacy and Increasing Participation
 - 2.7.1. Health in Social Networks: Presence, Treatment and Impact
 - 2.7.2. Social Networks as an Element of Knowledge and Intervention in Health
 - 2.7.3. Disinformation and Health Hoaxes
- 2.8. Research and Use of New Technologies for the Promotion of Health, Community Development and Empowerment of Community Associations
 - 2.8.1. New Technologies as a Tool for Health Equity
 - 2.8.2. Threats and Risks of New Health Technologies
 - 2.8.3. Practical Applications
- 2.9. Quality Analysis: Contribution of New Technologies
 - 2.9.1. Technology Assessment: Objectives, Challenges and Tools
 - 2.9.2. Ethical Factors in the Application of New Technologies in Public Health
 - 2.9.3. Technological Acceleration: Planning in Innovation

- 2.10. Development of Internet of Things Projects in Epidemiology and Public Health and other Emerging Projects
 - 2.10.1. Internet of Things (IoT): Trade-off between Knowledge and Privacy
 - 2.10.2. Real-life Data and Real-time Data: Sources, Analysis, Processing and Use for Knowledge and Decision Making
 - 2.10.3. Artificial Intelligence in Public Health

Module 3. Evaluation of Public Health Policies and Programs

- 3.1. Evaluation of Public Health Policies
 - 3.1.1. Evaluation of Public Health. Historical Framework
 - 3.1.2. International Framework
 - 3.1.3. Present and Future of Evaluation in Public Health
- 3.2. Methodological Aspects of Public Health Evaluation
 - 3.2.1. Dimensions of Evaluation
 - 3.2.2. Evaluation Objectives, Design and Procedure
 - 3.2.3. Qualitative and Quantitative Methods
- 3.3. Health Information Systems Based on Management Indicators. Development of Indicators
 - 3.3.1. Models of Information Systems
 - 3.3.2. Design and Construction of a Decision-useful Information System
 - 3.3.3. Future of IS: Technical, Ethical and Usability Issues
- 3.4. Qualitative and Quantitative Tools in the Evaluation of Health Programs
 - 3.4.1. Qualitative Methods
 - 3.4.2. Quantitative Methods
 - 3.4.3. Choice, Advantages and Difficulties
- 3.5. Evaluation and Critical Analysis of Health Outcomes
 - 3.5.1. Data: Sources, Usefulness and Ethical-legal Factors
 - 3.5.2. Measurement and Analysis Models
 - 3.5.3. Use and Limitations of Health Outcomes
- 3.6. Satisfaction of Patients, Staff, Providers and Environment. Analysis and Improvement Cycles
 - 3.6.1. Dimensions of Satisfaction. Perceived Quality
 - 3.6.2. PROMS and PREMS External and Internal Customer Satisfaction
 - 3.6.3. Improvement Cycles: PDCA, DMAIC





- 3.7. Evaluation of Public Health Programs
 - 3.7.1. Assessment Objectives
 - 3.7.2. Evaluation Models
 - 3.7.3. Implementation, Redesign and Measurement of SP Interventions
- 3.8. Evaluation of Health Policies
 - 3.8.1. Health in all Policies
 - 3.8.2. Health Impact Assessment
 - 3.8.3. Existence or Non-existence of Non-health Policies
- 3.9. Health Program Studies
 - 3.9.1. Evaluation of Vaccination Programs
 - 3.9.2. Evaluation of Screening Programs
 - 3.9.3. Evaluation of an Environmental Policy
- 3.10. Analysis of Evaluation Plans
 - 3.10.1. The Figure of the Evaluator
 - 3.10.2. Who Monitors the Monitors
 - 3.10.3. Evaluation Policies and Policy Evaluation

“ You will cover several key aspects, such as communication in public health, the use of new technologies and the evaluation of health policies and programs. With all the guarantees of TECH quality!”

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.



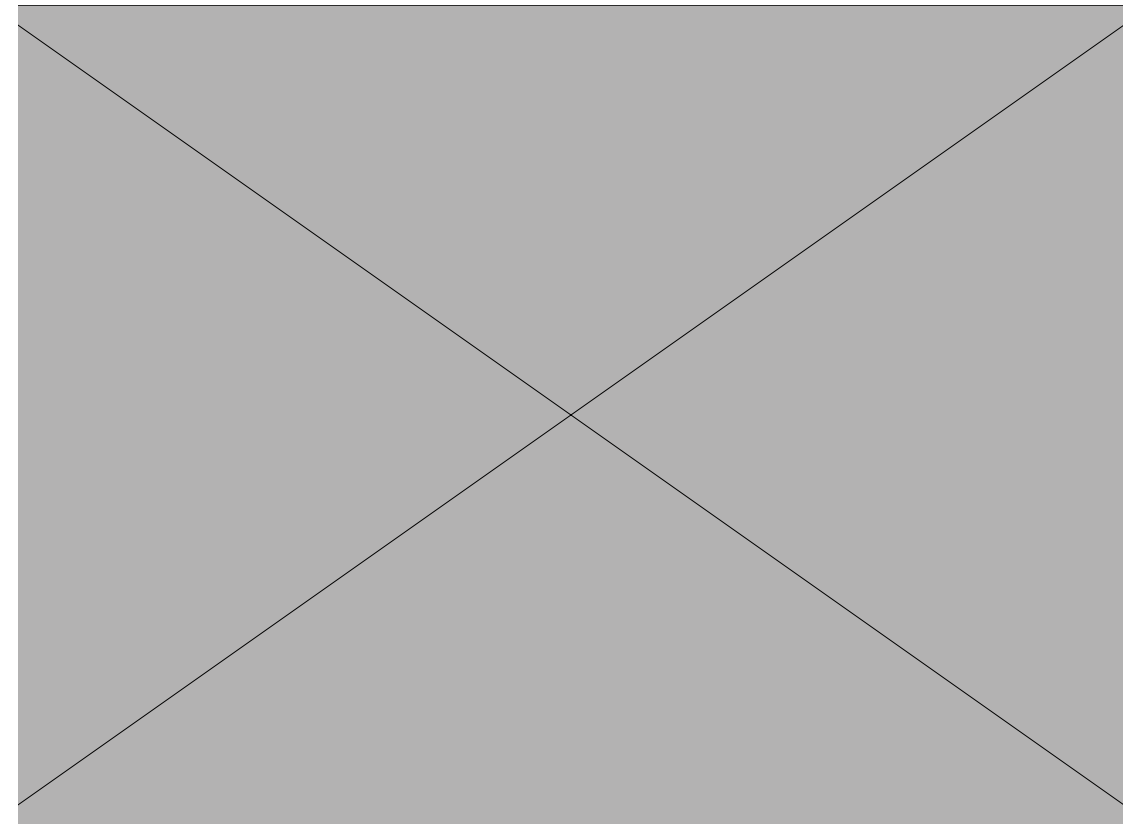
“

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.



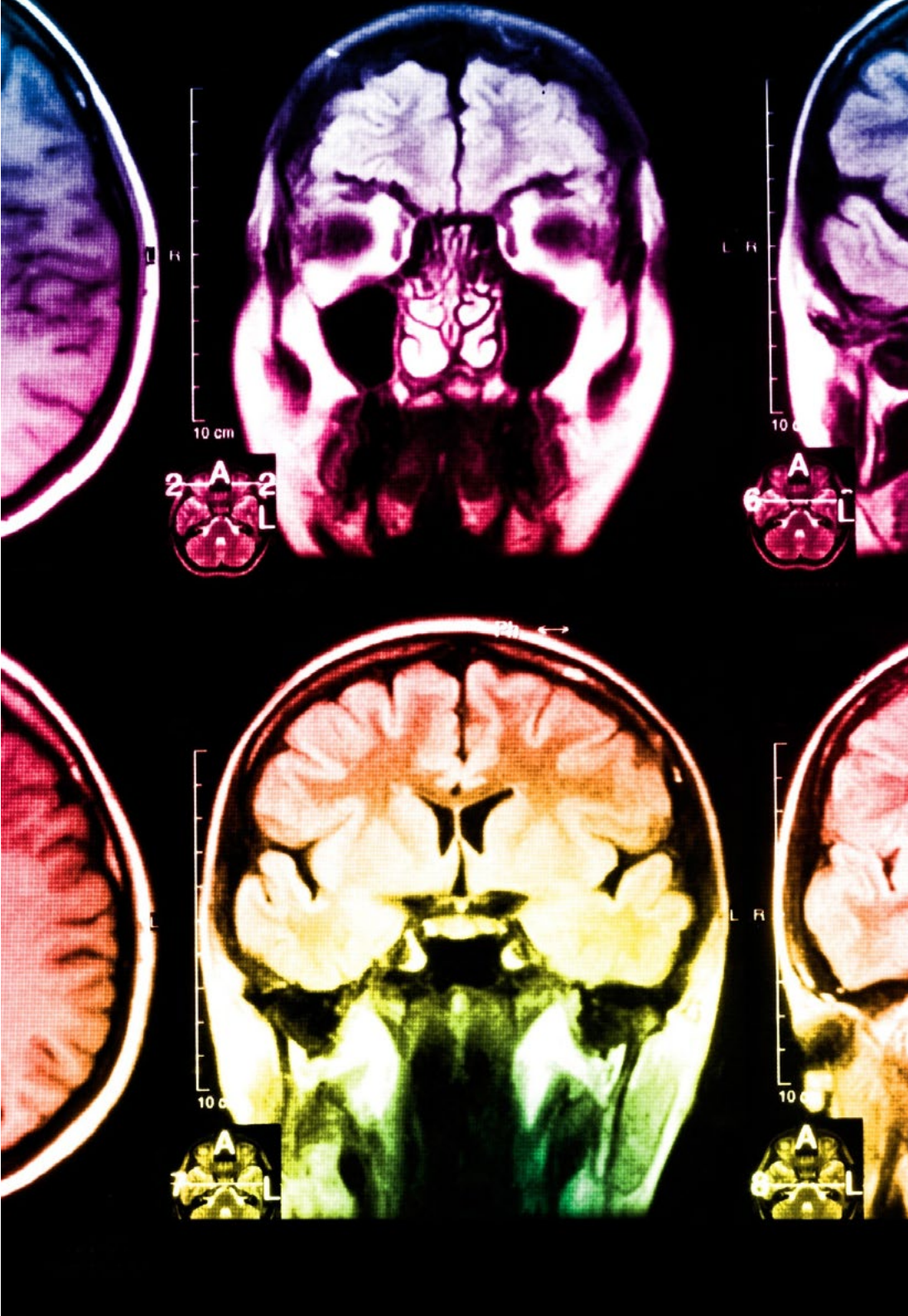
At the forefront of world teaching, the Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

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.

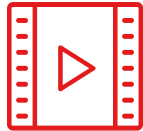
Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

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

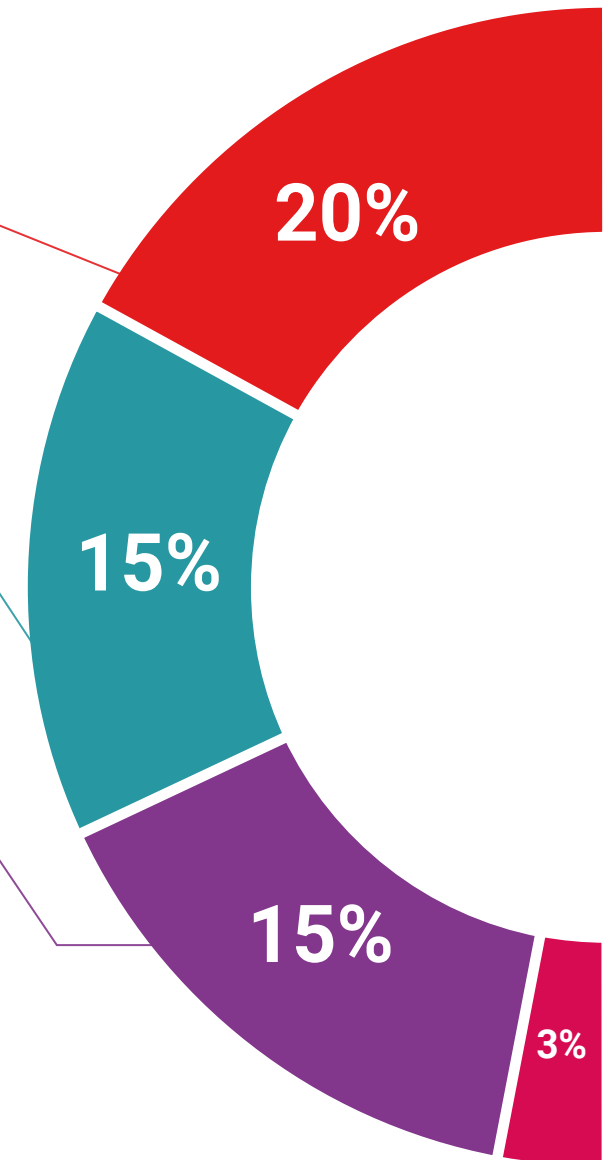
The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

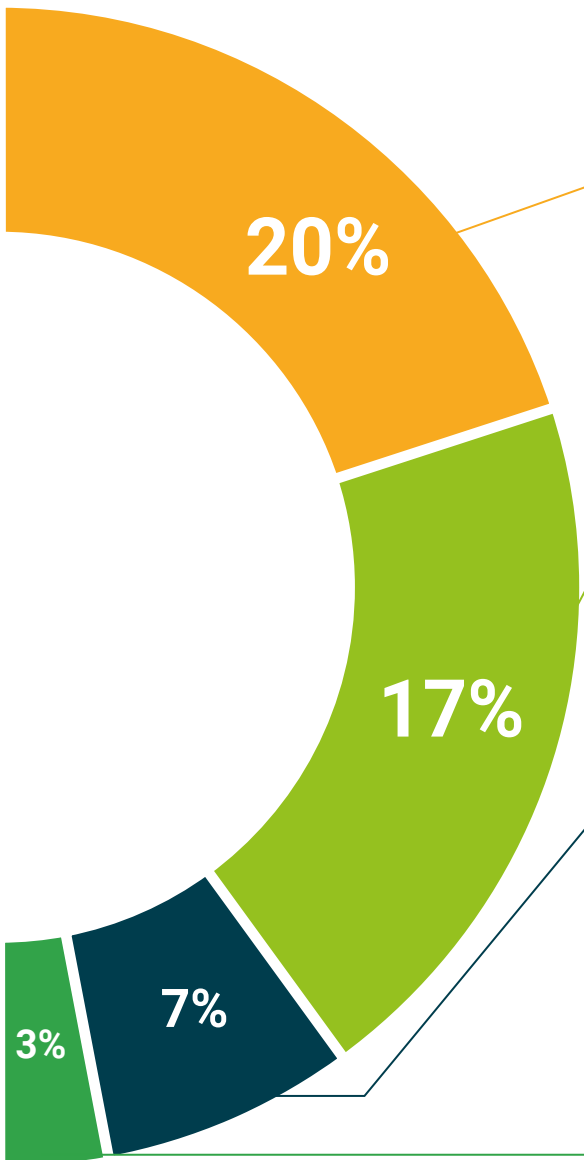
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



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 Public Health Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma 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 Diploma in Public Health Management** 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 Diploma in Public Health Management**

Modality: **online**

Duration: **6 months**

Accreditation: **18 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.

future
health confidence people
education information tutors
guarantee accreditation teaching
institutions technology learning
community commitment
personalized service innovation
knowledge present quality
development lang
virtual classroom



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