Postgraduate Diploma
Public Health Management for Nursing

tech global university

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Postgraduate Diploma
Public Health Management for Nursing

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

Website: **www.techtitute.com/us/nursing/postgraduate-diploma/postgraduate-diploma-public-health-management-nursing**

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01

Introduction

The evaluation of public health policies is a complex task that requires a deep knowledge of the health system and a comprehensive view of the needs of the population. Within this framework, nurses play an important role in formulating strategies and regulations that significantly improve both health outcomes and equity in access to health services. Thanks to their direct work with patients, these professionals can effectively identify priority areas requiring attention. However, to do so, they need to master the most innovative methodological aspects of evaluation. For this reason, TECH implements this revolutionary 100% online university program focused on the Evaluation of Public Health Programs.

With this Postgraduate Diploma, based on Relearning, you will create the most effective health promotion programs to promote healthy lifestyles that prevent diseases"

According to the World Health Organization, non-communicable diseases kill 41 million people every year. Therefore, the entity emphasizes that conditions such as Diabetes, Cancer or cardiovascular diseases require continuous management and effective prevention strategies. In this context, nursing personnel play a vital role in the implementation and administration of public health programs. In this situation, these professionals need to regularly update their knowledge in order to implement the most effective health promotion initiatives.

In this scenario, TECH has developed an innovative program in Public Health Management. The academic itinerary delves into issues such as the 2030 Agenda or the Sustainable Development Goals to the design of effective communication strategies in the health field. At the same time, the syllabus delves into the Evaluation of Public Health Programs, taking into account the different existing models of analysis. Along the same lines, the didactic materials provide nurses with the most avant-garde tools for measuring the program of patient satisfaction (among which the PROMS and PREMS stand out). In this way, graduates will acquire advanced competencies to lead, manage and improve Public Health services.

On the other hand, the academic itinerary is based on the disruptive Relearning methodology, based on the gradual reiteration of concepts throughout each module. In addition, the contents will be taught by a prestigious teaching staff that fully masters all the complexities of Public Health Management. The only thing nurses will need is an electronic device with Internet access to access the Virtual Campus, where they will find the most complete and updated teaching materials on the market.

This **Postgraduate Diploma in Public Health Management for Nursing** 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 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 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 achieve your objectives with the support of TECH's didactic tools, including explanatory videos and interactive summaries"*

You will delve into Communication in Crisis Situations and be able to provide accurate information to reduce Anxiety"
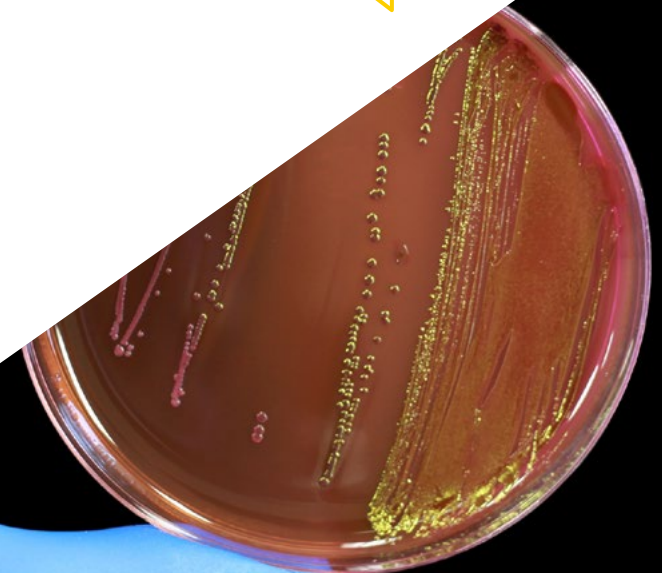
Are you looking to incorporate the most innovative tools for measuring patient satisfaction into your practice? Achieve it with this 6-month program.

The 100% online methodology of this program will allow you to update your knowledge without depending on strict schedules.

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's design focuses on Problem-Based Learning, through which the professional must try to solve the different professional practice situations that arise during the academic program. For this purpose, students will be assisted by an innovative interactive video system created by renowned and experienced experts.

02
Objectives

This program will provide nurses with both the knowledge and skills required to create health promotion programs that promote better lifestyles. In tune with this, professionals will have a broad knowledge of the regulations governing their practice, which will enable them to ensure legal compliance in all their activities. In addition, graduates will be highly qualified to actively participate in the formulation and evaluation of public health policies that promote equity and respond to the needs of citizens in the medical-hospital context.

You will implement effective strategies for the continuous improvement of quality in Public Health services after completing this comprehensive program"

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

- 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

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

TECH's fundamental premise is to offer the most complete and renewed courses in the academic market, which is why it follows a rigorous process to constitute its faculty. For the present program, it brings together distinguished specialists in the field of Public Health and Health Management. These professionals have an extensive professional background, where they have integrated prestigious health institutions. Therefore, they have created first-class teaching materials that will help graduates acquire a holistic view of this subject. Undoubtedly, an immersive experience that will raise the professional horizons of nurses considerably.

"
You will be supported by a faculty of distinguished specialists in Public Health and Health Management"

Management

Dr. Camacho Parejo, Juan José

- General Director of Public Health at the Regional Ministry of Health of Castilla-La Mancha
- Director of the Center for Analysis, Documentation and Evaluation of Health Policies of SESCAM
- Director of Hospitals in the Health Care DG of SESCAM
- Medical Director at the Integrated Care Management of Talavera de la Reina
- Deputy Medical Director at Nuestra Señora del Prado Hospital (Talavera de la Reina)
- Urologist at the Río Hortega Hospital, Jove Hospital (Gijón) and Nuestra Señora del Prado Hospital (Talavera de la Reina)
- Specialist in Urology
- Senior Management Program in the Health Sector, Administration/Management of Health Services, San Telmo University Business School
- Degree in Medicine and Surgery from the Complutense University of Madrid

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

Thanks to this program, nurses will analyze the quality of Public Health programs with the aim of improving clinical care. The program will delve into the use of new technologies (such as the Internet of Things or Artificial Intelligence) for health promotion, community development and empowerment of community associations. Likewise, the syllabus will delve into the most innovative qualitative and quantitative tools for the evaluation of health programs. Therefore, graduates will develop skills aimed at the formulation and evaluation of health policies that respond to the needs of the population.

"

You will implement public health policies that promote equity and respond to the needs of the community"

Module 1. Public Health in the 21st Century

Module 2. Communication and New Technologies in Public Health

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

If you have set yourself the goal of renewing your knowledge, TECH offers you the opportunity to achieve this while combining it with your work responsibilities as a nurse. Enroll now!"

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 Nursing School we use the Case Method

In a given situation, what should a professional do? 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. Nurses learn better, faster, and more sustainably over time.

With TECH, nurses can experience a learning methodology 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, in an attempt to recreate the real conditions in professional nursing 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. Nurses who follow this method not only grasp concepts, but also develop their mental capacity, by evaluating real situations and applying their knowledge.

2. The learning process has a clear focus on practical skills that allow the nursing professional to better integrate knowledge acquisition into the hospital setting or primary care.

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 case studies with a 100% online learning system based on repetition combining a minimum of 8 different elements in each lesson, which is a real revolution compared to the simple study and analysis of cases.

The nurse will learn through real cases and by solving complex situations in simulated learning environments. These simulations are developed using state-of-the-art software to facilitate immersive learning.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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 we have trained more than 175,000 nurses with unprecedented success in all specialities regardless of practical workload. 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.
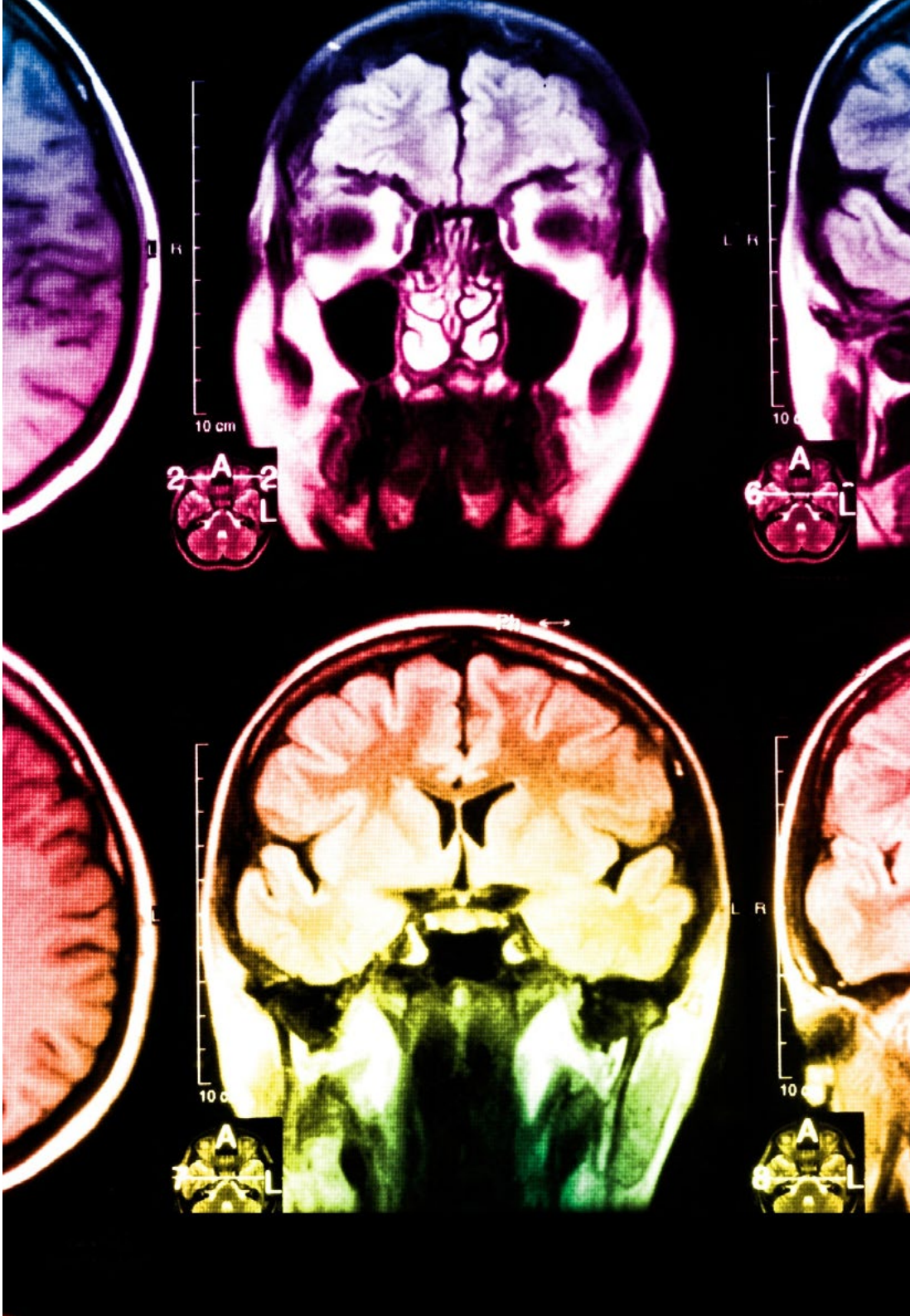
This program offers the best educational material, prepared with professionals in mind:
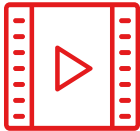
Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is really 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.

20%

Nursing Techniques and Procedures on Video

We introduce you to the latest techniques, to the latest educational advances, 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 them as many times as you want.

15%

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".

15%

3%

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.

20%

17%

7%

3%
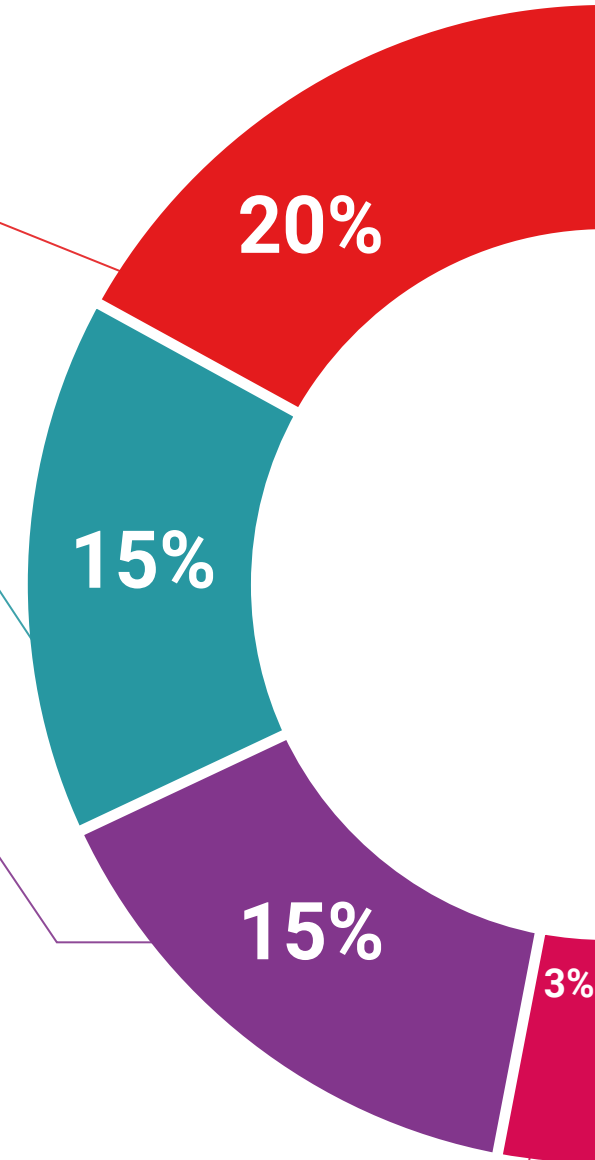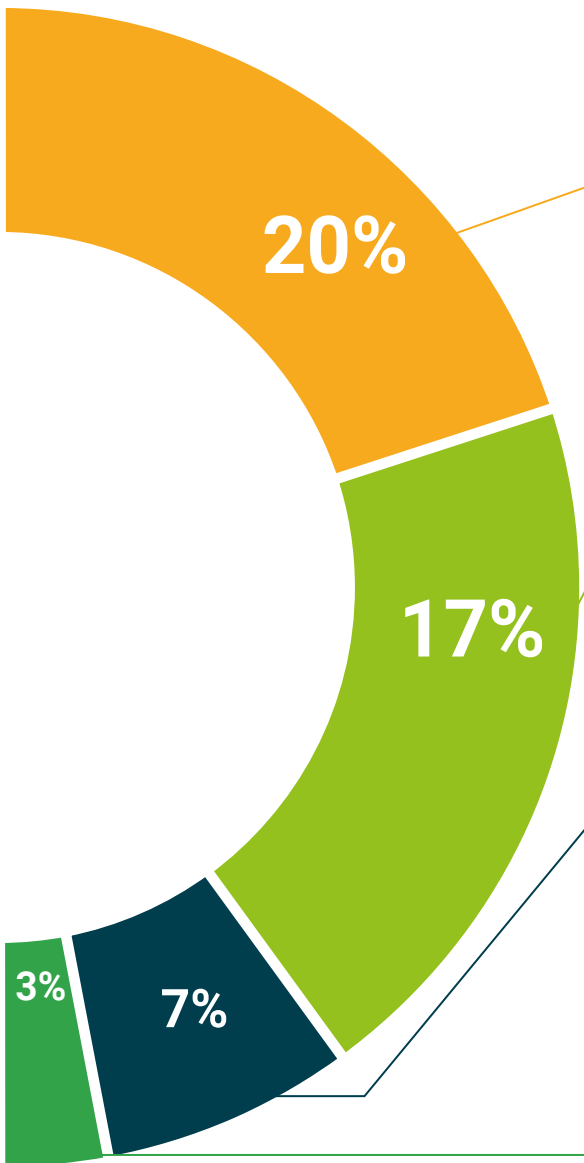
Expert-Led Case Studies and Case Analysis

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 suggesting that observing third-party experts can be useful.

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.

Certificate

The Postgraduate Diploma in Public Health Management for Nursing guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Global University.

" *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 for Nursing** 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 for Nursing**

Modality: **online**

Duration: **6 months**

Accreditation: **18 ECTS**

tech *global university*

Mr./Ms. _____, with identification document _____
has successfully passed and obtained the title of:

Postgraduate Diploma in Public Health Management for Nursing

This is a private qualification of 540 hours of duration equivalent to 18 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
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 diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.

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