



## Postgraduate Certificate Client/Patient Management in the Pharmacy Office

» Modality: online

» Duration: 6 weeks

» Certificate: TECH Technological University

» Dedication: 16h/week

» Schedule: at your own pace

» Exams: online

 $We bsite: {\color{blue}www.techtitute.com/pk/pharmacy/postgraduate-certificate/client-patient-management-pharmacy-office} \\$ 

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## tech 06 | Introduction

The increase in importance that the Pharmacy Office is achieving in recent times means that the need for specialization of its professionals is growing and becoming more and more demanding. The professional's knowledge should no longer be limited to mastering pharmacology and the pharmacist's knowledge in terms of healthcare, but requires skills that position them in the business landscape in a stable and competitive manner.

Patient care and patient management are fundamental in the Pharmacy Office. In this Postgraduate Certificate we will analyze the specific features and the way of developing the perfect interaction with the client or patient.

Through a study method of proven efficiency, you will be able to acquire skills in the areas of leadership and management, and in the essential areas of business development.

This Postgraduate Certificate in Client/Patient Management in the Pharmacy Office contains the most complete and up-to-date scientific program on the market. The main features are:

- Practical case studies presented by experts
- 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
- Latest innovations in the sector
- Practical exercises where self-assessment can be used to improve learning
- 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



Take the leap towards the highest level of quality with this Postgraduate Certificate in Client/Patient Management in the Pharmacy Office"



The best specialization on the online teaching market in a program created specifically for professionals in the sector"

Its teaching staff includes expert professionals who contribute their work experience to this training program, as well as renowned specialists from leading societies and prestigious universities.

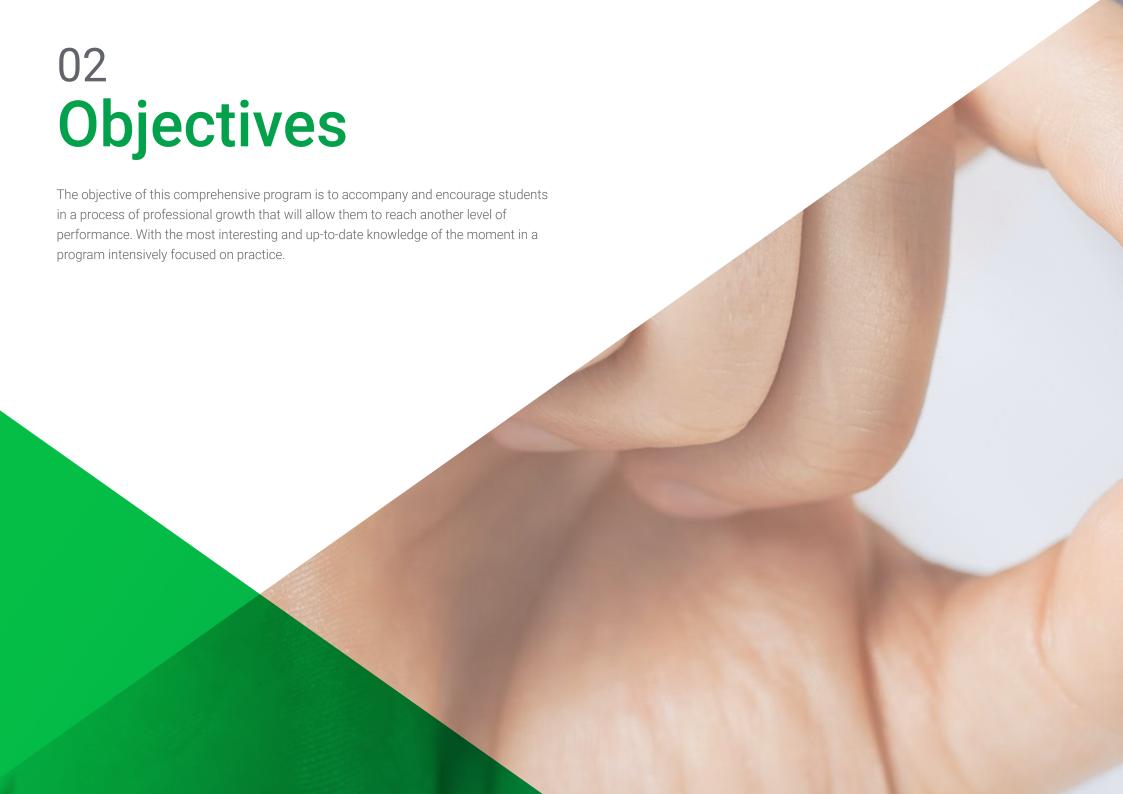
The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive training experience designed to train for real-life situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise throughout the program. For this purpose, specialists will be assisted by an innovative, interactive video system created by renowned and experienced experts in the field Pharmacy Offices.

A very complete and up-to-date Postgraduate Certificate that will allow you to study without a problem of fitting it into your daily life.

Make the most of the opportunity and get up to date in all the necessary aspects in order to successfully intervene in Client/Patient Management in the Pharmacy Office.







## tech 10 | Objectives



## **General Objective**

◆ Learn about the ways of managing the relationship with the client/patient in all aspects in the Pharmacy Office









## **Specific Objectives**

- Analyze communication with the client/patient
- Recognize client segmentation
- Learn about consumer psychology
- Lean how to carry out customer loyalty programs





## tech 14 | Course Management

#### Management



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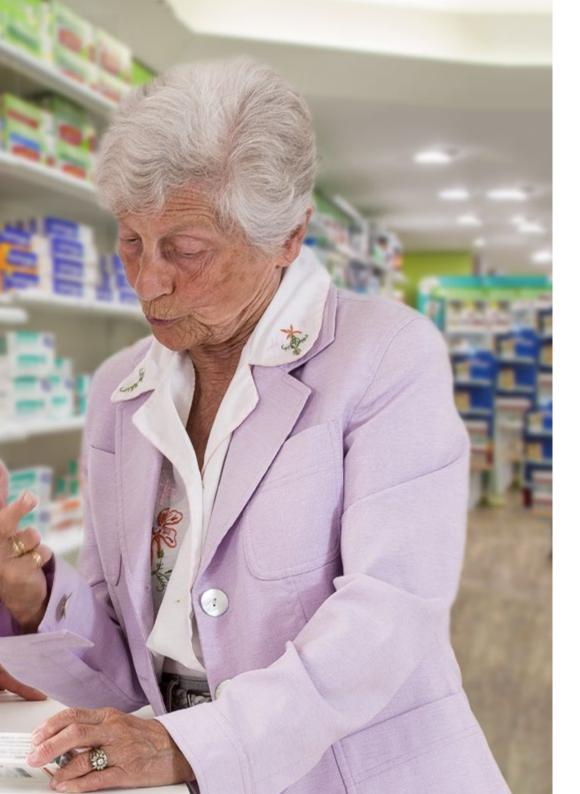
## tech 18 | Structure and Content

#### Module 1. Client/Patient Management

- 1.1. Pharmacy as a Space for Health Management
- 1.2. Communication for the Approach to the Client/Patient Pairing
- 1.3. Client Segmentation
- 1.4. Consumer Psychology and Behavior
- 1.5. Professional Liability, Management Motor
- 1.6. Regular and New Clients
- 1.7. Customer Loyalty Programs
- 1.8. Customer Service









A unique, key, and decisive educational experience to boost your professional development"

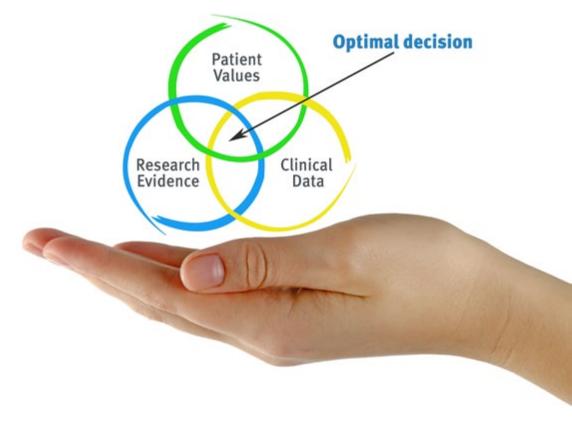


## tech 22 | Methodology

#### At TECH we use the Case Method

What should a professional do in a given situation? Throughout the program, students will be confronted with multiple simulated clinical cases based on real patients, in which they will have to investigate, establish hypotheses and ultimately, resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method. Pharmacists learn better, more quickly 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, attempting to recreate the actual conditions in a pharmacist'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. Pharmacists who follow this method not only grasp concepts, but also develop their mental capacity, by evaluating real situations and applying their 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.



## tech 24 | Methodology

#### Relearning Methodology

At TECH we enhance the case method with the best 100% online teaching methodology available: Relearning.

Our 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, which represent a real revolution with respect to simply studying and analyzing cases.

Pharmacists 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.



### Methodology | 25 tech

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 115,000 pharmacists have been trained with unprecedented success in all clinical specialties, regardless of the surgical load. This pedagogical methodology is developed in a highly demanding environment, with a university student body with a high socioeconomic profile and an average age of 43.5 years.

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.

## tech 26 | Methodology

This program offers the best educational material, prepared with professionals in mind:



#### **Study Material**

All teaching material is created specifically for the course by specialist pharmacists who will be teaching the course, so that the didactic development is highly specific and accurate.

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.



#### **Video Techniques and Procedures**

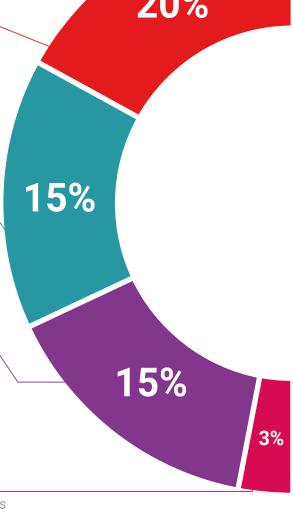
TECH introduces students to the latest techniques, to the latest educational advances, to the forefront of current pharmaceutical care procedures. All of this, first hand, and explained and detailed with precision to contribute to assimilation and a better understanding. And best of all, you can watch them as many times as you want.



#### **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.

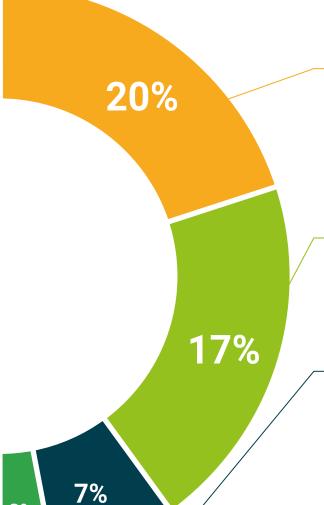
This unique multimedia content presentation training system was awarded by Microsoft as a "European Success Story".





#### **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, we will present you with real case developments in which the expert will guide you through 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.







## tech 30 | Certificate

This Postgraduate Certificate in Client/Patient Management in the Pharmacy Office 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 Certificate** issued by **TECH Technological University** via tracked delivery\*.

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

Title: Postgraduate Certificate in Client/Patient Management in the Pharmacy Office Official N° of Hours: 150 h.



<sup>\*</sup>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.

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