

# Postgraduate Certificate

## Communication and New Technologies in Public Health



## Postgraduate Certificate Communication and New Technologies in Public Health

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Accreditation: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/pharmacy/postgraduate-certificate/communication-new-technologies-public-health](http://www.techtute.com/us/pharmacy/postgraduate-certificate/communication-new-technologies-public-health)

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# 01

# Introduction

In today's digital era, Communication and New Technologies play a crucial role in promoting public health and improving health outcomes. Faced with this situation, pharmacists need to master these tools in order to adapt to a constantly evolving healthcare environment and provide patient-centered care. To this end, it is essential that these professionals address aspects ranging from the integration of health information systems to participation in social networks and the adoption of mobile applications for health management. Faced with this, TECH implements a revolutionary 100% online university program focused on the communication process in Public Health.



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*Through this Postgraduate Certificate, 100% online, you will manage the New Public Health Technologies to prevent diseases, promote health and improve health outcomes in the community”*

According to the World Health Organization, more than 60% of the global population has access to the Internet, which represents an unprecedented opportunity to use new technologies to promote public health. For pharmacy professionals, this means adopting an innovative approach to communicating with patients and managing digital tools to improve access to health information or encourage healthy behaviors. Also, through these tools, pharmacists can monitor health trends in the community and detect potential disease outbreaks. For example, they have the possibility of using data from social networks or health applications to identify symptom patterns.

Given this reality, TECH presents a pioneering Postgraduate Certificate in Communication and New Technologies in Public Health. The academic itinerary will delve into the communicative processes in healthcare environments, taking into account factors such as the importance of the reliability of information. In relation to this, the syllabus will analyze the use of new technologies (such as Artificial Intelligence or the Internet of Things) for the promotion of health, community development and the empowerment of community associations. As a result, graduates will gain advanced skills to design health education programs using digital tools and transmit information on the prevention of pathologies.

Regarding the program's methodology, it is taught in a flexible online modality, which will give pharmacists total freedom to plan their schedules. The only thing they will need to access the Virtual Campus is an electronic device with Internet access (such as a cell phone, computer or tablet). In addition, TECH employs its disruptive Relearning learning system, consisting of the repetition of key concepts to ensure optimal assimilation of the contents.

This **Postgraduate Certificate in Communication and New Technologies in Public Health** contains the most complete and up-to-date scientific program on the market. The most important features include:

- ♦ Development of practical case studies presented by experts in health sciences
- ♦ The graphic, schematic, and practical content 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



*You will have the support of the largest online academic institution in the world, TECH, with the latest educational technology at your disposal"*

“

*You will delve into Crisis Communication, which will ensure that you provide accurate and clear information”*

The program's teaching staff includes professionals from the field who contribute their work experience to this educational 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 prepare for 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, the students will be assisted by an innovative interactive video system created by renowned and experienced experts.

*Are you looking to incorporate into your practice the most innovative strategies to optimize health literacy and increase participation? Get it with this program in only 180 hours.*

*Thanks to the Relearning system used by TECH you will reduce the long hours of study and memorization. You will enjoy a progressive learning process!*



# 02 Objectives

After completing this Postgraduate Certificate, pharmacists will have a thorough knowledge of the principles of Communication and New Technologies in Public Health. In this same line, graduates will develop advanced competencies to transmit health messages in a clear and understandable way to different audiences. They will also be able to use data to understand community needs, evaluate the effectiveness of public health interventions, and make informed decisions that improve outcomes.







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*You will skillfully handle New Technologies and use them to improve the exchange of information in the context of Public Health”*



## General Objectives

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- ♦ Develop a broad and comprehensive conceptual framework of the situation, challenges and needs of public health in the 21st century
- ♦ Examine the international and global framework of public health policies
- ♦ Determine the key factors for proper health crisis communication: crisis communication and crisis of communication
- ♦ Identify the theoretical and methodological framework for Public Health evaluation
- ♦ 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 noncommunicable diseases
- ♦ Analyze the importance of assessing the quality 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
- ♦ Substantiate the principles of the epidemiological method
- ♦ Substantiate the health promotion principles, social determinants of health, health-related behavioral theories, and strategies to promote healthy lifestyles and health-promoting environments
- ♦ Analyze the main health risks for different vulnerable groups
- ♦ Implement a holistic and integrative vision in the assessment of the impact of environmental risks on health protection



*The interactive summaries of each topic will allow you to consolidate in a more dynamic way the concepts of the Agents of the Communication Process”*



## Specific Objectives

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- ◆ 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 establish the essential factors for their best implementation
- ◆ Identify the key points for the use of SSRs 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

03

# Course Management

In line with its objective of providing the most comprehensive academic programs, TECH carries out a meticulous process to form its faculty. For this Postgraduate Certificate, it brings together leading specialists in Communication and New Technologies in Public Health. These professionals pour into the teaching materials their years of work experience in this field, ensuring quality learning adapted to the requirements of today's labor market. In this way, pharmacists have the guarantees they demand to immerse themselves in an academic experience that will optimize their significant daily practice.



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*You will access an academic itinerary designed by a distinguished teaching team specialized in Public Health, which will ensure effective learning”*

## 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
- ◆ Specialized Care Nurse in the Hospital Emergency Area at the General Hospital of Tomelloso
- ◆ Master's Degree in Medical Management and Clinical Management by UNED, ISCIII, National School of Health
- ◆ Master's Degree in Vaccines from the Catholic University of Murcia
- ◆ Master's Degree in Specialized Emergency Nursing Care, Critical Care and Post-Anesthesia from the University of Valencia
- ◆ Master's Degree in Nursing Services Management from the UNED
- ◆ Senior Healthcare Management Program, San Telmo Business School
- ◆ Graduate in Nursing from the Catholic University of Ávila
- ◆ Diploma in Nursing from the University of Jaén



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# Structure and Content

With this Postgraduate Certificate, pharmacists will master the principles of Public Health Communication. The syllabus will analyze the communication processes in health matters, focusing on factors such as the different agents involved in them or the importance of transparency. At the same time, the syllabus will delve into communication in crisis situations, which will allow graduates to develop skills to communicate clearly and accurately. In this sense, the program will delve into the use of emerging technologies such as Artificial Intelligence or the Internet of Things in clinical settings.







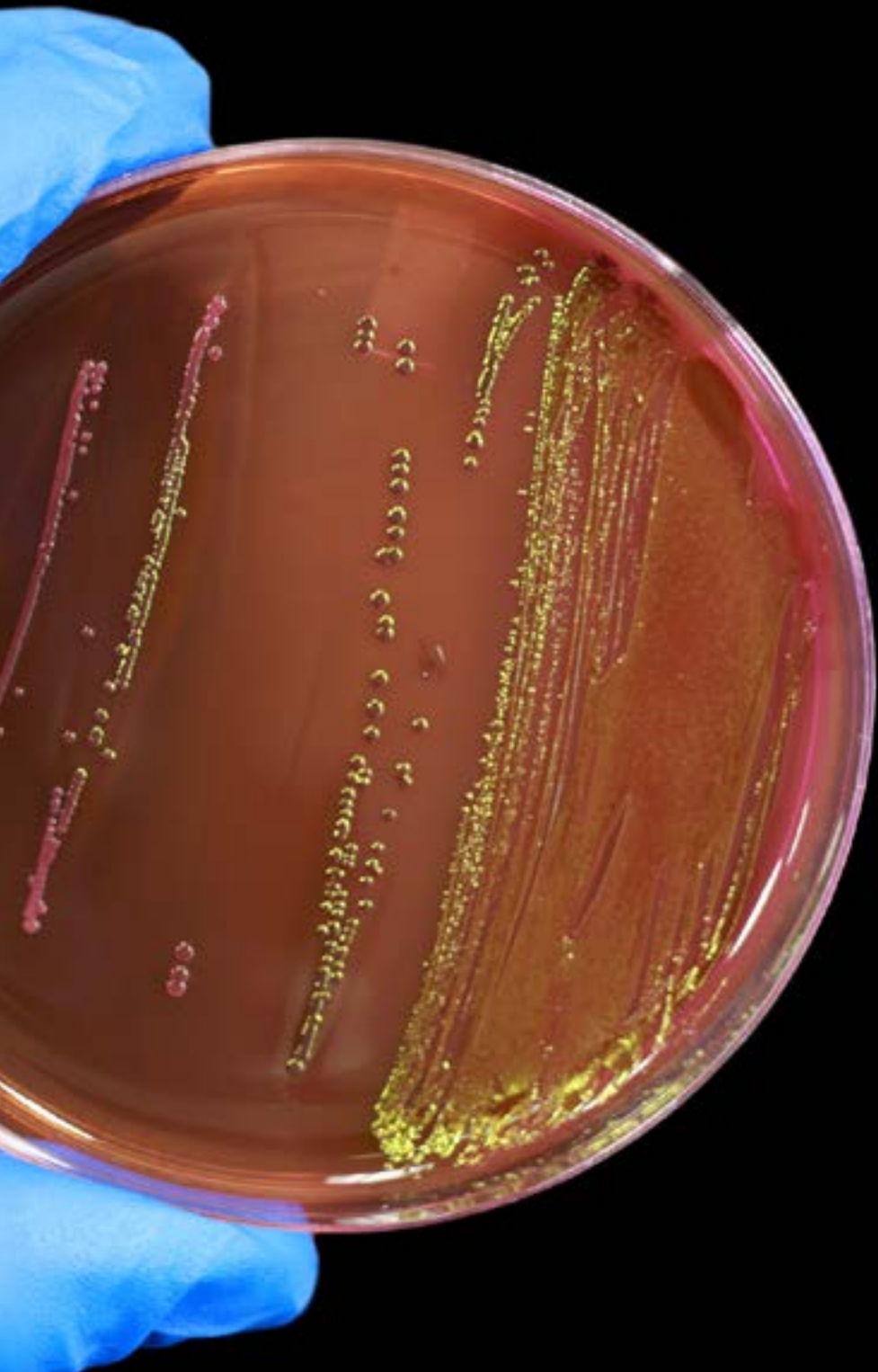
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*You will be equipped with the most effective strategies to address misinformation and resistance to Public Health interventions, including trust building”*

## Module 1. Communication and New Technologies in Public Health

- 1.1. Communication Processes: Transparency, Trust and Communication Strategies in the Mass Media in Public Health
  - 1.1.1. The Communication Process in Public Health
  - 1.1.2. Communication in Health
  - 1.1.3. Agents of the Communication Process
- 1.2. Public Health Image, Reputation and Presence
  - 1.2.1. Public Health Image and Impact
  - 1.2.2. Reputation, Trust and Reliability. Importance in Effective Communication
  - 1.2.3. The Future of Public Health Image. Post-COVID 19 Scenario and Improvement Actions
- 1.3. Design of Effective Communication Strategies in Public Health
  - 1.3.1. Communication as a Tool for Public Health Policies, Programs and Interventions
  - 1.3.2. Reaction or Pro-action: Communication Planning
  - 1.3.3. Objective, Message, Channels and Agents
- 1.4. Communication Channels: Analysis, Use and Evaluation in Health
  - 1.4.1. Analysis of Health Communication Channels
  - 1.4.2. Strategies and Models for the Use of the Different Channels: Segmentation, Reach and Specific Use
  - 1.4.3. Preliminary Assessment of the Different Channels and Assessment of Interventions
- 1.5. Leadership and Communication Styles among Professionals: Coaching and Empowerment in Public Health
  - 1.5.1. Importance of Internal Communication. Factors, Styles and Models
  - 1.5.2. Training Models and Communication Empowerment between and by Health Professionals
  - 1.5.3. The Health Professional as the Axis of Communication: the Speaker in the White Coat and Its Particularities in Public Health
- 1.6. Communication in Crisis Situations for Public Health
  - 1.6.1. Crisis Communication and Communication Crises
  - 1.6.2. Key Factors in Health Crisis Communication: Coping with Uncertainty
  - 1.6.3. Strategies and Agents. The Spokesperson's Role





- 1.7. RRSS Research and Strategy to Improve Accessibility to Accurate and Reliable Information. Improving Health Literacy and Increasing Participation.
  - 1.7.1. Health in Social Networks: Presence, Treatment, and Impact
  - 1.7.2. Social Networks as an Element of Knowledge and Intervention in Health
  - 1.7.3. Disinformation and Health Hoaxes
- 1.8. Research and Use of New Technologies for the Promotion of Health, Community Development and Empowerment of Community Associations
  - 1.8.1. New Technologies as a Tool for Health Equity
  - 1.8.2. Threats and Risks of New Health Technologies
  - 1.8.3. Practical Application
- 1.9. Quality Analysis: Contribution of New Technologies
  - 1.9.1. Technology Assessment: Objectives, Challenges and Tools
  - 1.9.2. Ethical Factors in the Application of New Technologies in Public Health
  - 1.9.3. Technological Acceleration: Planning in Innovation
- 1.10. Development of Internet of Things Projects in Epidemiology and Public Health and Other Emerging Projects
  - 1.10.1. Internet of Things (IoT): Balancing Knowledge and Privacy
  - 1.10.2. Real-life Data and Real-time Data: Sources, Analysis, Processing, and Use for Knowledge and Decision-Making
  - 1.10.3. Artificial Intelligence in Public Health

“An academic experience without schedules or on-site classes that you can access from any device with an Internet connection. 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.



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*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## At TECH we use the Case Method

What should a professional do in a given situation? Throughout the program, students will 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.

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*Did you know that this method was developed in 1912, at Harvard, for law students? The case method consisted of presenting students with real-life, complex situations for them to make decisions and justify their decisions on how to solve them. In 1924, Harvard adopted it as a standard teaching method”*

The effectiveness of the method is justified by four fundamental achievements:

1. 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.



## 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.*



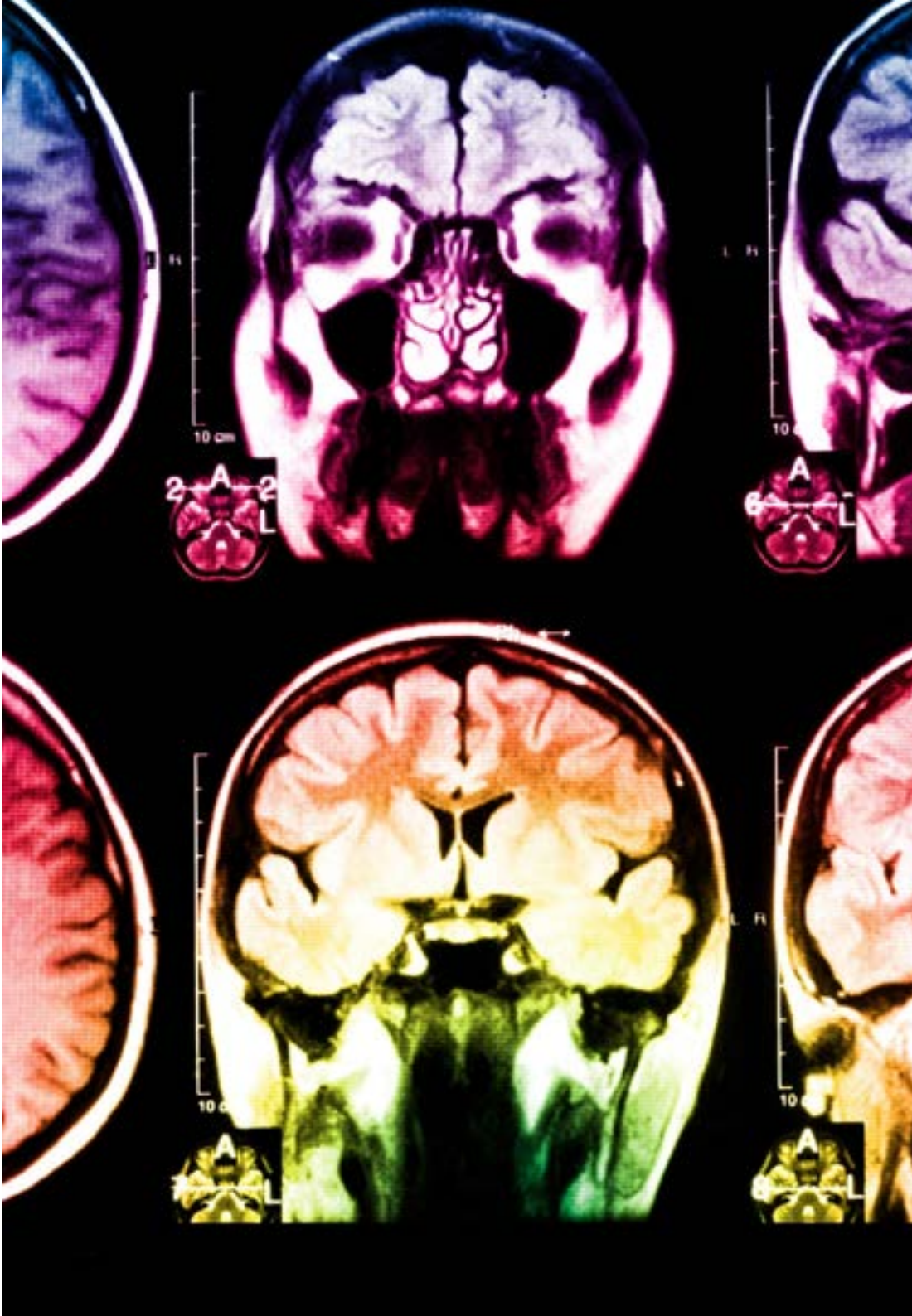
At the forefront of world teaching, the Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

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.

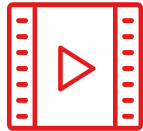
*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

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.



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

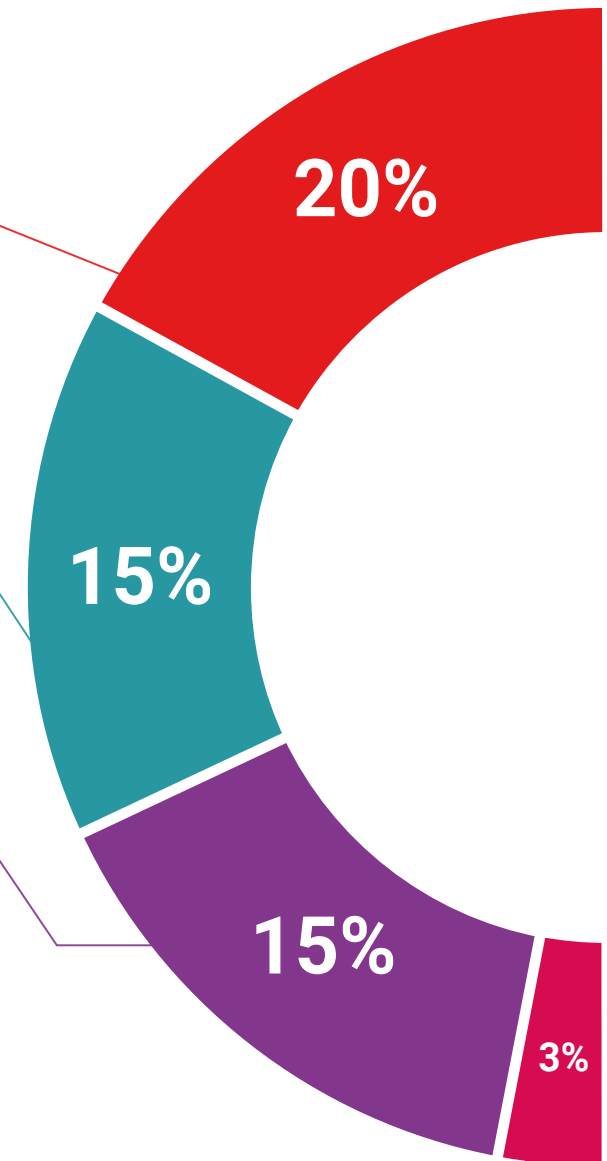
The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

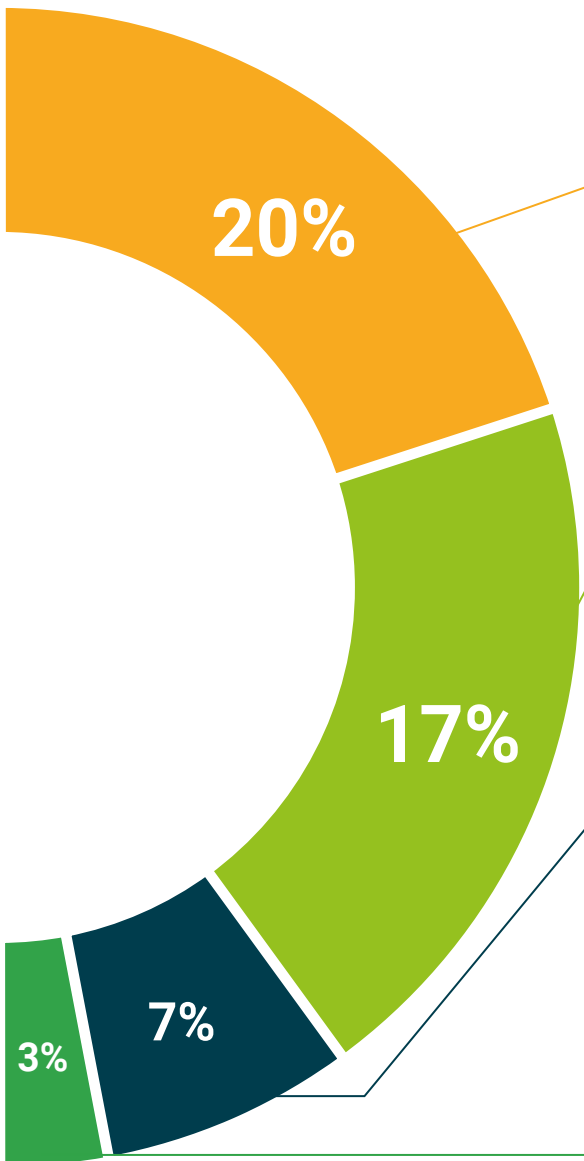
This unique multimedia content presentation training system was awarded by Microsoft as a "European Success Story".



### 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.



06

# Certificate

The Postgraduate Certificate in Communication and New Technologies in Public Health guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.





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

This private qualification will allow you to obtain a **Postgraduate Certificate in Communication and New Technologies in Public Health** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University**, is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** private qualification, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Communication and New Technologies in Public Health**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.



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