Postgraduate Certificate
Implementation of Professional Pharmaceutical Services

Endorsed by:

SEFAC
Sociedad
Española
de Farmacia
Familiar
y Comunitaria

tech technological university

Postgraduate Certificate
Implementation of Professional Pharmaceutical Services

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

Website: **www.techtitute.com/us/pharmacy/postgraduate-certificate/implementation-professional-pharmaceutical-services**

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01
Introduction

Community Pharmacy is undergoing a real transformation, leaving aside the more traditional concept of dispensing medicines exclusively, to offer citizens a much broader range of services. In this process, new technologies have come into play as tools that favor communication and improve the marketing and branding strategies of pharmacies. A wide range of possibilities covered by this program, where the professional can perform a complete upgrade of computer resources, equipment or management with quality in the provision of such services. All in a 100% online format, with innovative multimedia didactic material and taught by renowned professionals in the pharmaceutical sector.

A 100% online Postgraduate Certificate designed to provide you with the most cutting-edge tools for the incorporation of new services in your Community Pharmacy"

Pharmacies have currently expanded the portfolio of services they offer to the population in order to improve the care they provide and the health of the users themselves. For this reason, it is now common to find spaces where compounding, pharmacotherapeutic monitoring, personalized dosage services or dietary recommendations are provided.

In this context, the pharmacist assumes a new role and incorporates other challenges that are oriented to the inclusion of the most advanced technological tools available. In order to facilitate this process, TECH has created this Postgraduate Certificate in the Implementation of Professional Pharmaceutical Services.

An advanced program that leads the graduate to delve into the progress of the different technical and human resources required for the incorporation of alternatives that break with the conventional concept of pharmacy. In this way, they will also be able to delve into the most successful marketing, advertising and communications actions in this sector and the legal framework that regulates them.

All this is complemented by first class pedagogical material: video summaries, detailed videos, diagrams, readings and case studies that will show you the most successful actions in this field. Likewise, this content will be available at any time of the day and you will be able to access it comfortably from a computer, tablet and cell phone with internet connection.

Undoubtedly, an exceptional opportunity to study a Postgraduate Certificate of the highest level through a flexible format that adapts to the real needs of professionals looking for a program compatible with their daily activities.

This **Postgraduate Certificate in Implementation of Professional Pharmaceutical Services** contains the most complete and up-to-date scientific program on the market. The most important features include:

- The examination of practical cases presented by experts in Community Pharmacy
- The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- Practical exercises where the self-assessment process can be carried out to improve learning
- Its special emphasis on innovative methodologies
- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- Content that is accessible from any fixed or portable device with an Internet connection

Multimedia tools and specialized readings are at your disposal 24 hours a day, 7 days a week"

Boost the quality and management of your Professional Pharmaceutical Services in only 6 weeks.

TECH allows you to keep up-to-date with the most innovative applications for Community Pharmacies.

A program designed for you to combine your responsibilities with an advanced syllabus on communication techniques in Community Pharmacy"

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

Its multimedia content, developed with the latest educational technology, will allow the professional a situated and contextual learning, that is, a simulated environment that will provide an immersive training programmed to train in real situations.

The design of this program focuses on Problem-Based Learning, in which the professional will have to try to solve the different professional practice situations that will arise throughout the academic course. This will be done with the help of an innovative system of interactive videos made by renowned experts.

02
Objectives

Students who take this Postgraduate Certificate will be able to be aware of the most effective procedures, tools and resources to be able to implement Professional Pharmaceutical Services. All this through a syllabus that provides a theoretical-practical perspective through numerous additional didactic material, including case studies. In addition, in the achievement of these objectives you will be tutored by a specialized faculty. This is an exceptional opportunity to improve your knowledge in this area in only 6 weeks.

The focus of this program will allow you to put into immediate practice the strategies to solve the main difficulties for the implementation of SPFA"

General Objectives

- Update the knowledge of community pharmacists in the different professional pharmaceutical care services

- Promote pharmaceutical care strategies based on the approach to the patient from the community pharmacy in the socio-health and home environment

- Encourage the acquisition of skills, through a powerful audiovisual system, and also allows development through online simulation workshops and/or specific

- Encourage the professional stimulation of community pharmacists through continuing education and research

- Incorporate the provision of the different Professional Pharmaceutical Care Services to the usual pharmaceutical practice of the Community Pharmacy

- Promote the professional development of the professional community pharmacist in the field of Community Pharmacy

You will obtain all the tools you need to successfully implement and provide Professional Pharmaceutical Services"

Specific Objectives

- Differentiate between ethical code and deontological code
- Reflect on the use of new technologies in the provision of PPCS and their usefulness in patient care
- Design PPCS advertising taking into account the required criteria
- Analyze the skills of the different public administrations in the PPCS
- Analyze the barriers that hinder the implementation of PPCS
- Review the patient's obligations and rights in the provision of PPCS
- Use PPCS advertising appropriately
- Acquire the necessary marketing knowledge to promote the provision of the different SPFAs
- Establish the needs for the implementation of PPCS
- Identify the different tools available to implement and deliver PPCS
- Become familiar with PPCS pricing
- Manage human and material resources in the provision of PPCS
- Adapt the image of the pharmacy to the provision of PPCS

03

Course Management

One of TECH's premises is to provide all students with qualifications that meet their real needs for upgrading and have the necessary high quality. Therefore, students will find in this Postgraduate Certificate a teaching team that has been selected for its extensive knowledge of the field of Community Pharmacy and Professional Services provided there. In this way, you will be able to obtain an effective education from the from the hand of real experts.

If you have any questions about the content of this program, you will be able to resolve them with an excellent team of pharmacists with proven professional experience"

Management

Dr. Baixauli Fernández, Vicente Javier

- Community Pharmacist
- Pharmacist owner of a community pharmacy in Valencia
- Vice-president of the Spanish Society of Community Pharmacy (SEFAC)
- Member of the governing board of the micof of valencia
- PhD in Pharmacy from CEU Cardenal Herrera University
- Degree in Food Science and Technology from the ETS of Agricultural Engineers of the Polytechnic University of Valencia
- University expert in pharmacotherapeutic monitoring from the University of Granada
- Experience teaching in several editions of university masters and educational courses
- Author of ACOFAR, El Farmacéutico, Offarm, Pharmaceutical Care Spain, Community Pharmacists
- Co-author of more than 23 books

Professors

Ms. Matarranz i Torres, Laia

- Community Pharmacist
- Pharmacist at Eurofragance
- Master's Degree in Digital Business in ESADE Business School
- Graduate in Pharmacy from the University of Barcelona
- National Vocal Member of the Technological Area of the SEFAC Board of Directors

D. Roig Sena, Juan Carlos

- Community Pharmacist
- Author of numerous scientific publications
- Collaborator of the magazine El Farmacéutico Degree in Pharmacy University of Valencia
- Master's Degree in Pharmaceutical Care by the University of Granada

Dr. Abellán-García Sánchez, Fernando
- Director of Asesore Health Law Firm
- Legal Advisor of the Spanish Society of Clinical, Family and Community Pharmacy
- Doctor in Legal and Forensic Medicine, Complutense University of Madrid

Dr. Mora Pérez, Fernando
- Community Pharmacy Specialist
- Community Pharmacist Mislata, Valencia
- Doctor of Pharmacy from the University of Valencia
- Degree in Pharmacy

Mr. Alba Palomo, José Enrique
- Director of TECH Business School
- Pharmacist at Proxima Portada Alta Pharmacy (Alba Pharmacy)
- Director of the Antorcha Group
- Coordinator and teacher in courses related to the world of Pharmacy
- Degree in Pharmacy from the University of Granada
- Master in Business Management and Administration Master in Financial Management
- Master in Retail Marketing from the University of Malaga
- Member of the Spanish Society of Family and Community Pharmacy

D. Barris Blundell, Damià
- Pharmacist Expert in Quality Management
- Pharmacist in charge of the Damià Barris Pharmacy
- Pharmacist in charge of Zarzuelo Pharmacy
- Responsible for projects related to quality management for pharmacies
- Author of research articles in scientific journals of Pharmacy
- Author of communications for scientific congresses
- Winner of the TEVA National Award for Best Pharmacy Service

Dr. Bellver Monzó, Otón
- Head Pharmacist in Bellver Pharmacy
- President of the Spanish Society of Family and Community Pharmacy in the Valencian Community
- Author of articles published in scientific journals
- PhD in Pharmacy from CEU Cardenal Herrera University
- Master in Management of Chronicity by the Catholic University of Valencia San Vicente Mártir
- Expert in Individualized Medication

Dr. Mud Castelló, Fernando
- Community Pharmacist Specialist in Orthopedics
- Community Pharmacist in Ondara
- Author of multiple publications in national and international journals
- Speaker at congresses and conferences worldwide
- Doctor of Pharmacy from the University of Valencia
- Master in Research and Rational Use of Medicines
- Member of the Spanish Society of Clinical, Family and Community Pharmacy

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Structure and Content

The great effectiveness of the Relearning method used by TECH, has made it integrated into all programs. In this way, students who take this program will see how they can consolidate the concepts highlighted in a simpler way. In turn, it will reduce the hours of study and memorization, making this Postgraduate Certificate even more attractive. A unique opportunity to acquire the latest knowledge on the Implementation of Pharmaceutical Professional Services.

The virtual library gives you the possibility to extend even more the information of the syllabus that makes up this 100% online Postgraduate Certificate"

Module 1. Tools for PPCS Implementation

1.1   Ethical and Legal Aspects
    1.1.1.   Ethical and legal aspects I: advertising, ethics and social networks
    1.1.2.   Ethical and legal aspects II: powers, regulation and legislation
1.2.   PPCS Marketing
    1.2.1.   PPCS Marketing I: Pricing and Tax and Accounting Treatment
    1.2.2.   Marketing of SPFA II: advertising, structure and image of the pharmacy
1.3.   Resources to Implement PPCS
    1.3.1.   Material Resources I: Facilities and Equipment
    1.3.2.   Material Resources II: Computer Applications
    1.3.3.   Material Resources III: Information Sources
    1.3.4.   Human Resources: training, organization, responsibilities, remuneration, etc
1.4.   PPCS Quality and Management
    1.4.1.   PPCS Quality Management in CP
    1.4.2.   PPCS Management and Administration
1.5.   CP Communication Techniques
    1.5.1.   Communication I: Communication with the Patient
    1.5.2.   Communication II: Communication With Other Healthcare Professionals

With this program you will be informed about the most effective marketing strategies to enhance the image of your Professional Pharmaceutical Services"

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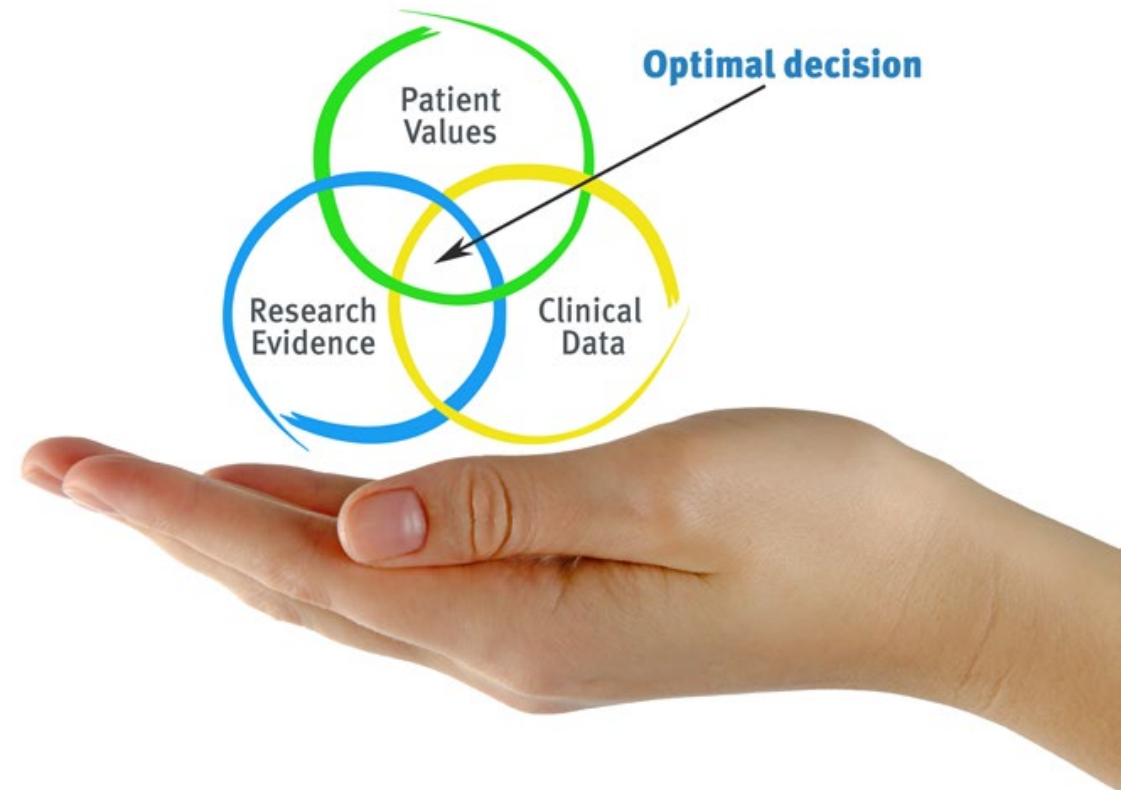
Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

At TECH we use the Case Method

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

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.

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, 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.
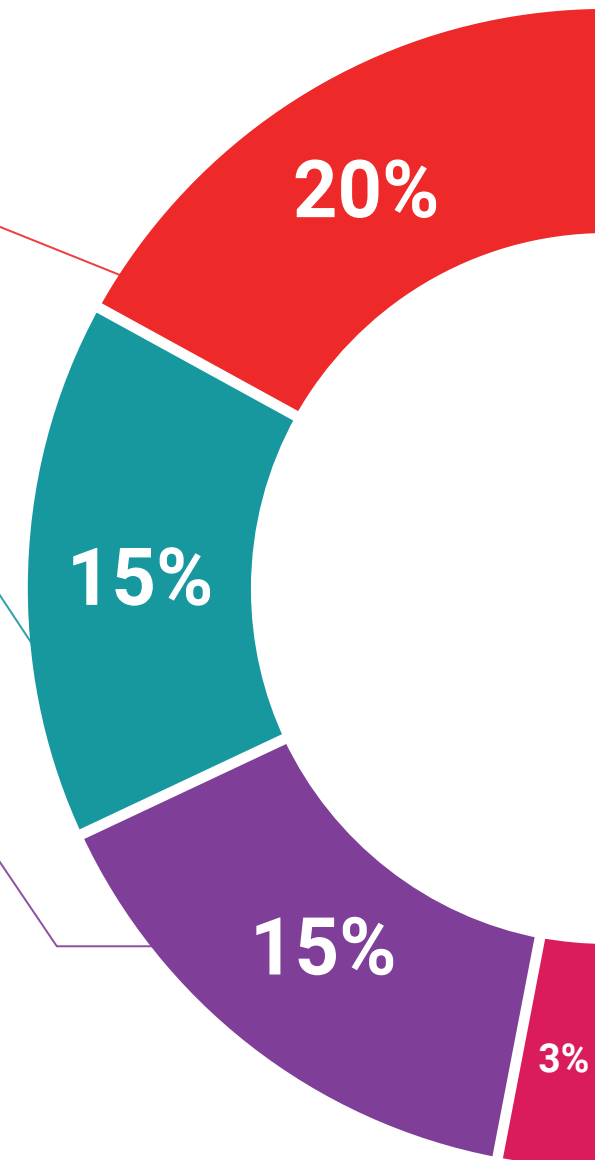
Interactive Summaries

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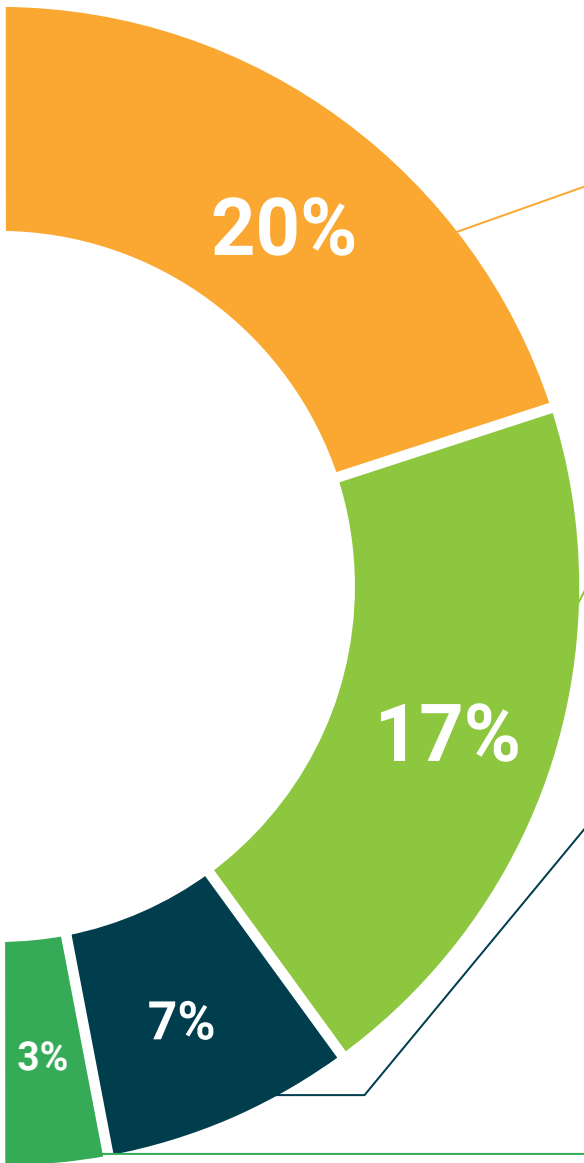
This unique multimedia content presentation training system was awarded by Microsoft as a "European Success Story".

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.

20%

15%

15%

3%

20%

17%

7%

3%

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.

Certificate

The Postgraduate Certificate Implementation of Professional Pharmaceutical Services guarantees, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.

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

This **Postgraduate Certificate in the Implementation of Professional Pharmaceutical Services** 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 diploma 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 the Implementation of Professional Pharmaceutical Services**

Official Nº of Hours: **200 h.**

Endorsed by: **SEFAC Spanish Society of Family and Community Pharmacy**

Sociedad
Española
de Farmacia
Familiar
y Comunitaria

SEFAC

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tech technological university

Awards the following

DIPLOMA

to

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

For having passed and accredited the following program

POSTGRADUATE CERTIFICATE

in

Implementation of Professional Pharmaceutical Services

This is a qualification awarded by this University, equivalent to 200 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

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

June 17, 2020

Tere Guevara Navarro
Dean

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

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

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