

Postgraduate Certificate Public Health Policies



Postgraduate Certificate Public Health Policies

- » 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/public-health-policies

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01

Introduction

Public health policies have a significant impact on pharmacy practice, influencing aspects such as access to health care, quality of services and health equity. In this sense, pharmacists play an active role in promoting healthy lifestyles and disease prevention by educating the community on issues such as the proper use of medications, vaccination and other preventive measures. In view of this, it is essential that these professionals update their knowledge regularly in order to provide quality care to their clients. To support them in this task, TECH is launching an innovative online university program focused on the latest trends in Public Health Policies.





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Thanks to this program, based on Relearning, you will acquire skills to actively participate in the process of formulating Health Policies, advocating for changes that benefit individuals"

The World Health Organization has identified a number of challenges in the delivery of health services worldwide. Prominent among these challenges are both lack of access to quality clinical care and inequity in health care. In this context, pharmacists play a key role in public health policy by addressing issues such as the availability of medicines, ensuring that all people have the opportunity to obtain the necessary treatments. To this end, it is essential that professionals incorporate into their practice the latest innovations to evaluate health programs and adapt to the new needs of the population.

Given this scenario, TECH presents a revolutionary program in Public Health Policies. The academic itinerary will delve into the methodological aspects of evaluation in this field, taking into account the development of indicators or the different models of information systems. In this way, pharmacists will have at their disposal advanced techniques to make informed decisions on pharmaceutical interventions. On the other hand, the teaching materials will provide graduates with sophisticated tools to evaluate patient satisfaction (among which the PROMS and PREMS stand out). In this way, professionals will carry out improvement cycles with which to identify the underlying causes of health problems and develop effective solutions.

In addition, the program is based on a 100% online methodology, so that pharmacists can complete the program in a convenient way. To do so, the only thing professionals will require to enter the virtual platform will be an electronic device with Internet access (such as a cell phone, computer or tablet). In addition, TECH uses the state-of-the-art Relearning system, which guarantees progressive and natural learning. In this way, graduates will enjoy a high-intensity program that will allow them to experience a leap in quality in their working careers.

This **Postgraduate Certificate in Public Health Policies** 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 contents with which they are created, provide scientific and practical information on the disciplines that are essential 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



TECH's online methodology will allow you to choose the time and place to study, without hindering your professional work"

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*You will delve into the
Development of Indicators
for optimal tracking of
health outcomes”*

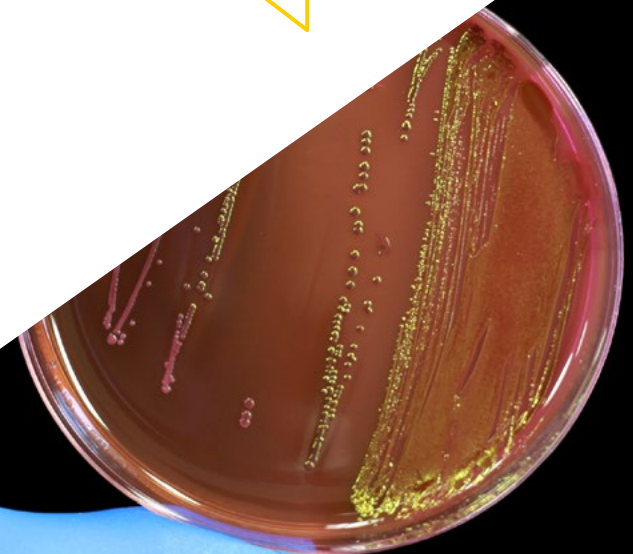
The program's teaching staff includes professionals from the field who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

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.

*Do you want to use the most
innovative qualitative tools
to evaluate health programs?
Achieve it with this program.*

*You will achieve your objectives
thanks to TECH's didactic tools,
including explanatory videos
and interactive summaries.*



02

Objectives

Upon completion of this program, pharmacists will be characterized by their in-depth knowledge of Public Health Policies. Likewise, graduates will develop advanced skills to participate in the process of formulating programs that optimize the quality and efficiency of pharmacy-related policies. At the same time, professionals will carry out strategies to promote health equity, thus reducing disparities in access to medicines.





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You will identify disparities in medication access and develop innovative strategies to address medication disparities”



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 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





Specific Objectives

- ♦ Justify the need for Public Health policy evaluation as an essential part of its 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



The emphasis placed on the practical and real clinical cases that you will be able to study will help you enormously in the contextualization of the whole program"

03

Course Management

For the design and delivery of this Postgraduate Certificate, TECH has a first class teaching staff, composed of specialists in Public Health Policy. These experts have extensive professional experience in this field, where they have developed their work in reference health entities. Thanks to this, these specialists have developed teaching materials that stand out both for their quality and their application to the demands of the labor market. Therefore, pharmacists are faced with a high-intensity academic option that will allow them to expand their labor horizons significantly.





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The teaching team of this program stands out for its extensive experience in research and professional application in the field of Public Health Policies”

Management



Dr. Camacho Parejo, Juan José

- General Director of Public Health at the Ministry of Health of Castilla-La Mancha
- Director of the Center for Analysis, Documentation and Evaluation of Health Policies of the SESCAM
- Director of Hospitals in DG Health Care 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 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 SESCOAM
- ◆ 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

04

Structure and Content

Through this program, pharmacists will have a high level of understanding of the different health systems, including their structures and policies. To this end, the curriculum will delve into the methodological aspects of evaluation in Public Health, focusing on aspects such as the different models of information systems. In addition, the program will provide graduates with innovative tools such as PROM to analyze the degree of satisfaction of people and carry out improvement cycles. In this way, professionals will acquire skills to formulate Public Health Policies that promote health equity.



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You will be able to actively participate in the formulation of Public Health Policies, contributing your knowledge to improve the quality of programs related to medicines”

Module 1. Evaluation of Public Health Policies and Programs

- 1.1. Evaluation of Public Health Policies
 - 1.1.1. Public Health Assessment. Historical Framework
 - 1.1.2. International Framework
 - 1.1.3. Present and Future of Public Health Assessment
- 1.2. Methodological Aspects of Public Health Assessment
 - 1.2.1. Assessment Dimensions
 - 1.2.2. Assessment Objectives, Design and Procedure
 - 1.2.3. Qualitative and Quantitative Methods
- 1.3. Development of Indicators
 - 1.3.1. Information Systems Models
 - 1.3.2. Design and Construction of an Information System Useful for Decision-Making
 - 1.3.3. Future of IS: Technical, Ethical and Usability Issues
- 1.4. Qualitative and Quantitative Tools in the Evaluation of Health Programs
 - 1.4.1. Qualitative Methods
 - 1.4.2. Quantitative Methods
 - 1.4.3. Choice, Advantages and Difficulties
- 1.5. Evaluation and Critical Analysis of Health Outcomes
 - 1.5.1. Data: Sources, Usefulness and Ethical-Legal Factors
 - 1.5.2. Measurement and Analysis Models
 - 1.5.3. Use and Limitations of Health Outcomes
- 1.6. Satisfaction of Patients, Staff, Providers, and Environment. Analysis and Improvement Cycles
 - 1.6.1. Dimensions of Satisfaction. Perceived Quality
 - 1.6.2. PROMS and PREMS. External and Internal Customer Satisfaction
 - 1.6.3. Improvement Cycles: PDCA, DMAIC
- 1.7. Evaluation of Public Health Programs
 - 1.7.1. Evaluation Objectives
 - 1.7.2. Evaluation Models
 - 1.7.3. Implementation, Re-design and Measurement of PH Interventions





- 1.8. Health Policy Assessment
 - 1.8.1. Health in All Policies
 - 1.8.2. Health Impact Assessment
 - 1.8.3. Existence or Absence of Non-Health Policies
- 1.9. Health Program Studies
 - 1.9.1. Evaluation of Immunization Programs
 - 1.9.2. Screening Program Assessment
 - 1.9.3. Environmental Policy Evaluation
- 1.10. Assessment Plan Analysis
 - 1.10.1. The Figure of the Evaluator
 - 1.10.2. Who Monitors the Monitors
 - 1.10.3. Evaluation Policies and Policy Evaluation



Give a quality boost to your career as a Pharmacist by incorporating the latest advances in Public Health Policy into your work. 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.

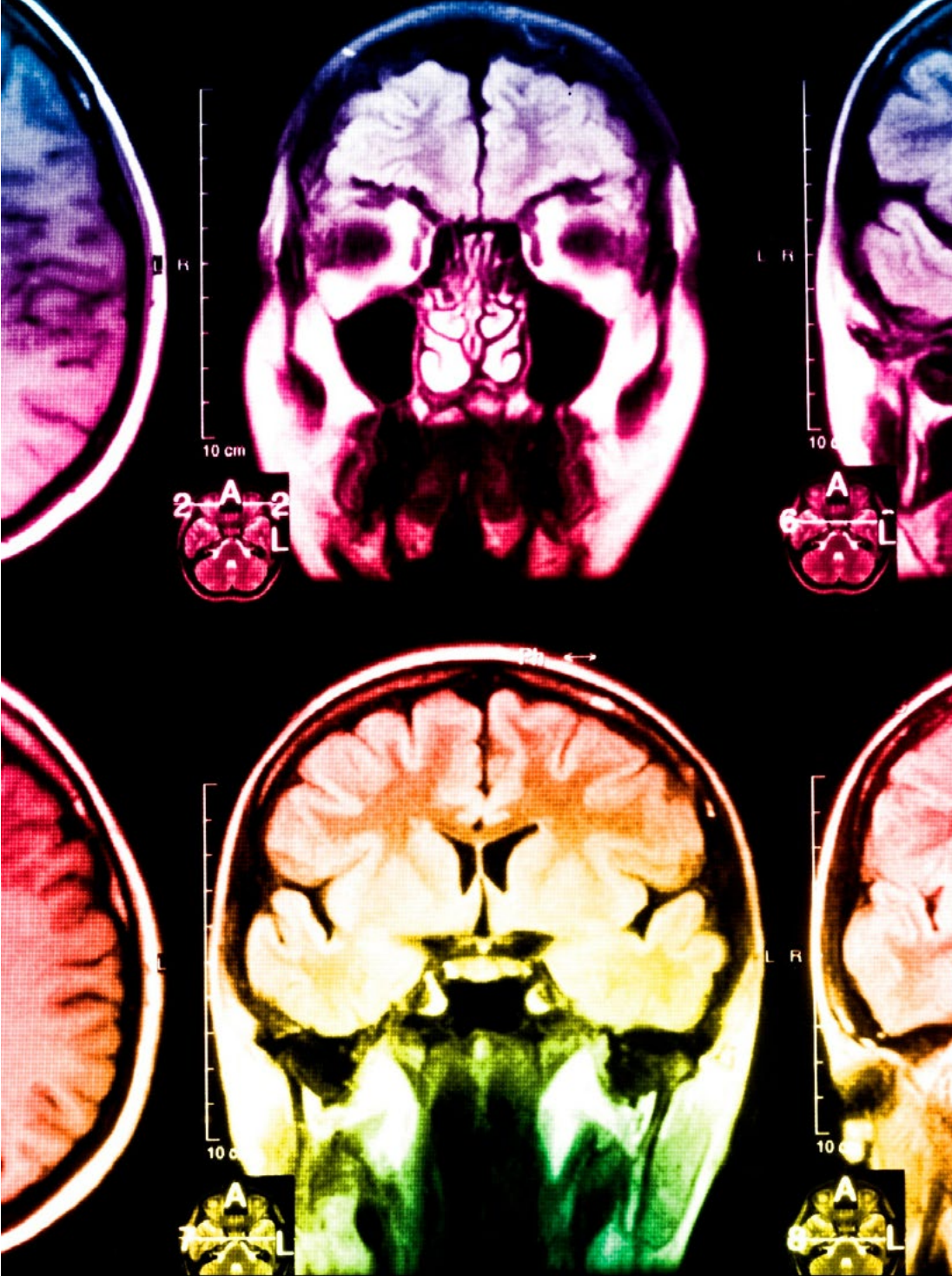
At the forefront of world teaching, the Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

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.

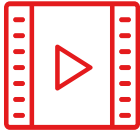
Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

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

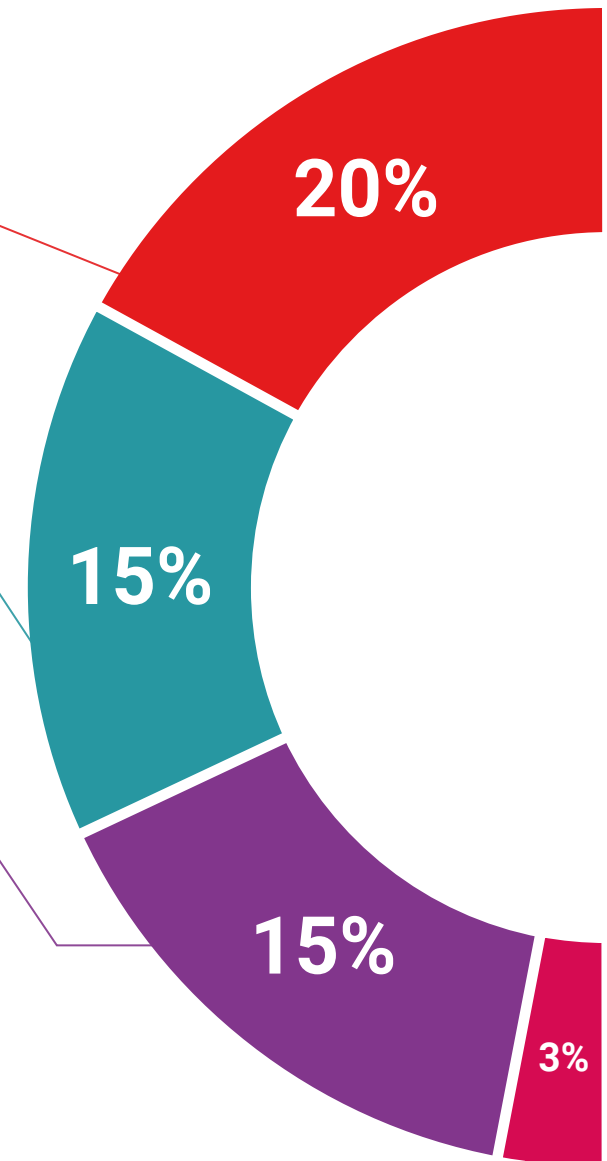
The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

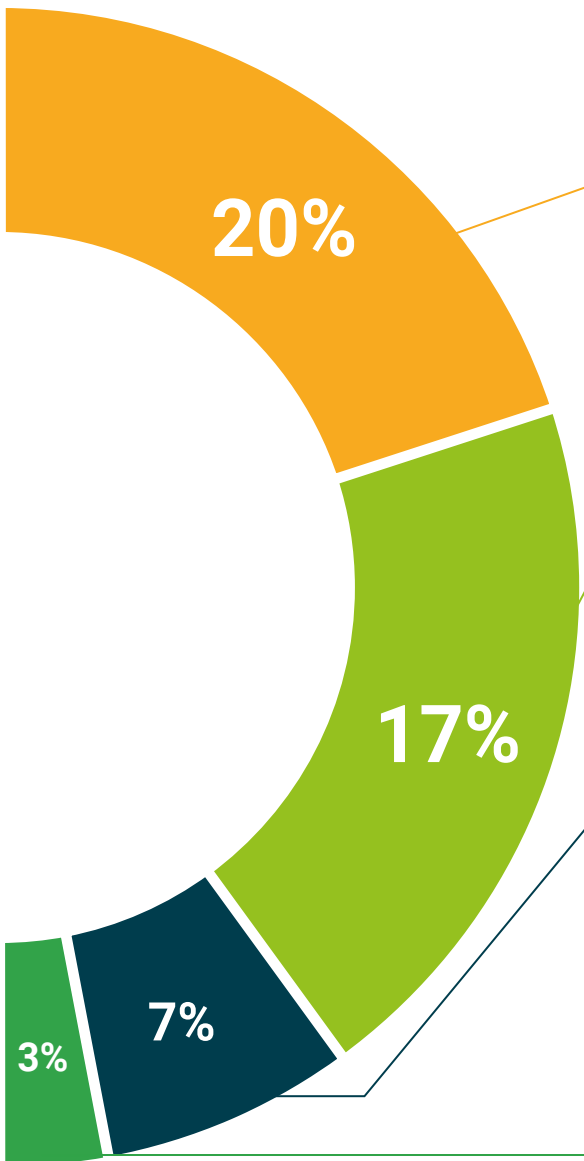
This unique multimedia content presentation training system was awarded by Microsoft as a "European Success Story".



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 Public Health Policies 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 Public Health Policies** 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 Public Health Policies**

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.

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



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