Postgraduate Diploma
Public Health Management

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Postgraduate Diploma
Public Health Management

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

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

Index

01
Introduction

Public health faces complex challenges that require interdisciplinary collaboration and a comprehensive approach to health resource management.

In this regard, pharmacists play a crucial role in the implementation of effective health policies. According to the annual report of the European Medicines Agency's annual report, optimizing the use of medicines leads to a significant reduction in healthcare costs and significantly improves patient outcomes. As a result, these professionals need to incorporate into their practice the most innovative strategies to optimize access to medicines.

In view of this, TECH implements a revolutionary program focused on the evaluation of Public Health programs. Also, it is taught in a 100% online comfortable format.

"

Thanks to this 100% online program, you will carry out disease prevention programs and improve people's general health"

Equitable access to essential medicines is a persistent challenge in global public health. In fact, the World Health Organization estimates that approximately 2 billion people lack basic health products, contributing to a significant burden of preventable morbidity and mortality. Faced with this situation, pharmacists play a key role in addressing this problem through effective resource management and the implementation of public health policies. Therefore, these professionals need to have a holistic knowledge of policy evaluation in this area.

In this context, TECH is developing a complete and innovative program in Public Health Management. Designed by specialists in this field, the academic itinerary will analyze current Public Health policies taking into account environmental challenges. At the same time, the syllabus will delve into Communication in Crisis Situations, which will enable graduates to provide clear and rigorous information during these circumstances. In line with this, the didactic materials will provide pharmacists with advanced tools to evaluate health programs. In this way, graduates will gain competencies to provide quality counseling to patients on topics such as the appropriate use of medication, disease prevention and maintaining a healthy lifestyle.

It should be noted that the methodology of this program emphasizes its innovative nature. TECH will offer a 100% online educational environment, where the only requirement is that pharmacists have an electronic device with Internet access to expand their knowledge and acquire new competencies that will enrich their clinical practice. In addition, this program will employ the revolutionary Relearning methodology, based on the repetition of key concepts to fix knowledge and facilitate learning. In this way, the combination of flexibility and a robust pedagogical approach makes it highly accessible.

This **Postgraduate Diploma in Public Health Management** 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

An academic institution that adapts to you and designs a program that will allow you to reconcile your daily activities with a quality program"

" *You will deepen your knowledge of Crisis Communication for Public Health, which will allow you to provide clear and accurate information"*
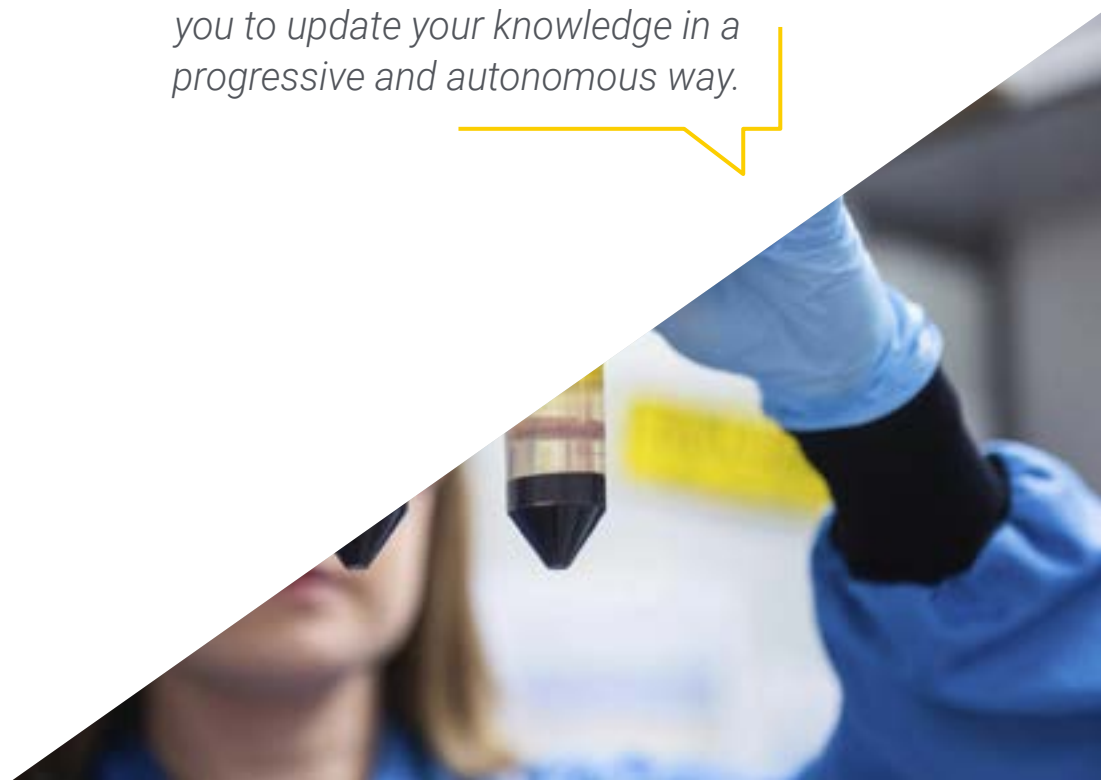
You will effectively manage the PROMS tool and measure the degree of satisfaction of individuals.

The Relearning methodology used in this program will allow you to update your knowledge in a progressive and autonomous way.

The program's teaching staff includes professionals from the sector who contribute their work experience to this 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.

02
Objectives

Through this program, pharmacists will have a thorough knowledge of the fundamentals of Public Health Management. At the same time, graduates will acquire skills to develop and implement evidence-based health promotion and disease prevention strategies. Thanks to this, they will contribute to reduce the incidence of preventable diseases and improve the quality of life of the population. In addition, professionals will promote patient safety and treatment efficacy by encouraging optimal medication consumption.

You will design health promotion programs and contribute to the reduction of the incidence of preventable diseases"

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

Module 1. Public Health in the 21st Century

- Establish health as an integral and global concept and define the factors that influence it
- Establish the health determinants of greatest relevance in the current situation, historical evolution and 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 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 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

Module 3. Evaluation of Public Health Policies and Programs

- 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

03
Course Management

TECH's philosophy is based on making the most complete and up-to-date academic itineraries available to anyone. To achieve this, it carries out a rigorous process to form its teaching staff. Thanks to this, the present program has the participation of authentic references in the field of Public Health and Health Management. These professionals have an extensive professional background, where they have been part of renowned health institutions. As a result, they have developed didactic materials that stand out for their high quality. In this way, graduates will have access to an immersive experience that will broaden their professional horizons.

The teaching team of this program is made up of professionals specialized in Public Health, in order to offer you the knowledge with the greatest professional applicability in this area"

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

04

Structure and Content

Through this program, pharmacists will have a solid understanding of the principles of Public Health. The curriculum will analyze in detail the 2030 Agenda and the Sustainable Development Goals, in order for graduates to ensure that essential medicines are available. Likewise, the syllabus will delve into the design of effective communication strategies in the health field, taking into account factors such as the target, channels and agents. Along the same lines, the program will delve into the evaluation of public health policies in order for professionals to optimize user care.

" You will incorporate into your practice as a pharmacist the most advanced strategies to promote rational use of medicines"

Module 1. Public Health in the 21st Century

1.1. Health, a Global Public Asset

    1.1.1. Health: Concept, Limitations of Definitions and Evolution

    1.1.2. Health of the Individual, Public Health and Social Health

    1.1.3. Health in a Globalized World: Opportunities and Threats

1.2. Health Determinants: Past, Present and Future

    1.2.1. Models: Health Field, Social Determinants, Social Determination

    1.2.2. Structural, Intermediate and Proximal Determinants

    1.2.3. Health Determinants in the 21st Century: New Perspectives

1.3. Collaborative Culture at the International Level

    1.3.1. Structures and Institutions

    1.3.2. The Impulse of NGOs: Collaboration Channels and Weaknesses

    1.3.3. The Role of Private Actors in International Health Collaboration

1.4. Health and Sustainable Development

    1.4.1. Agenda 2030 and Sustainable Development Goals

    1.4.2. Health beyond SDG 3

    1.4.3. One Health: One Concept, One Voice, One Policy

1.5. New Profiles in Public Health (PH): Human Resources

    1.5.1. Data and Communication

    1.5.2. New Professional Profiles in PH: Technological, Social and Ethical

    1.5.3. Public Administrations Facing the Challenge of the New Profiles

1.6. Current Public Health Policies

    1.6.1. Public Health Strategies

    1.6.2. Public Health and Environmental Challenges

    1.6.3. Public Health in the Information Society

1.7. Public Health Impact Interventions

    1.7.1. Health Impact Assessment

    1.7.2. Decision Making and Prioritization of Interventions: Budgetary, Social and Ethical Aspects

    1.7.3. Success Stories

Module 2. Communication and New Technologies in Public Health

Module 3. Evaluation of Public Health Policies and Programs

3.1.   Evaluation of Public Health Policies
    3.1.1.   Public Health Assessment. Historical Framework
    3.1.2.   International Framework
    3.1.3.   Present and Future of Public Health Assessment

3.2.   Methodological Aspects of Public Health Assessment
    3.2.1.   Assessment Dimensions
    3.2.2.   Assessment 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.   Information Systems Models
    3.3.2.   Design and Construction of an Information System Useful for Decision-Making
    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.   Evaluation Objectives
    3.7.2.   Evaluation Models
    3.7.3.   Implementation, Re-design and Measurement of PH Interventions

TECH offers you the opportunity to update your knowledge without interrupting your work responsibilities. Enroll now!"

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%
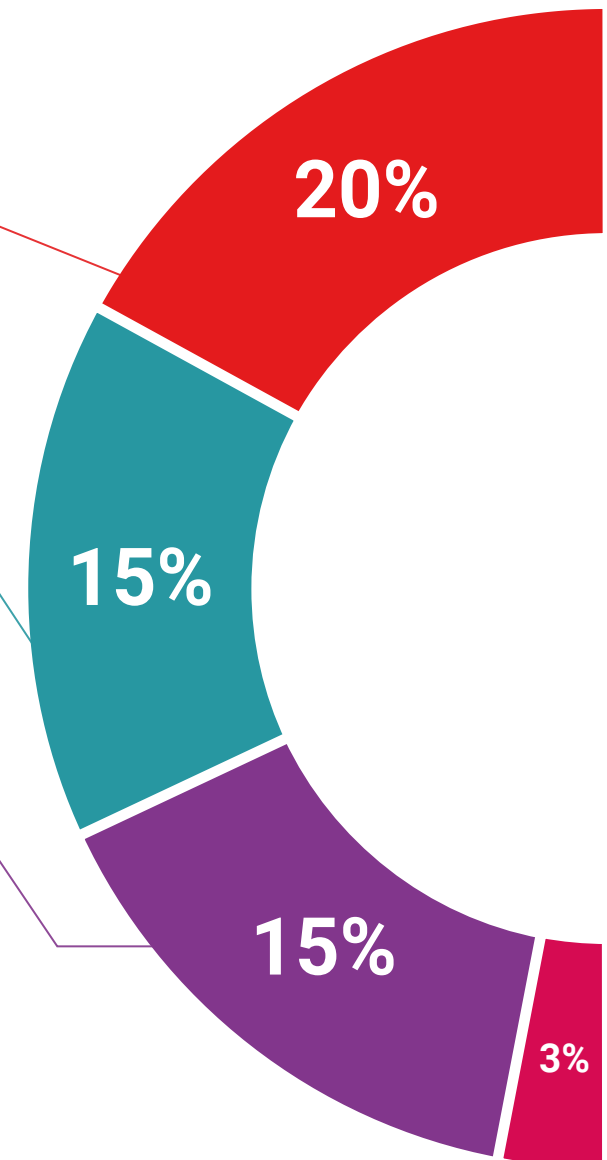
Expert-Led Case Studies and Case Analysis

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.
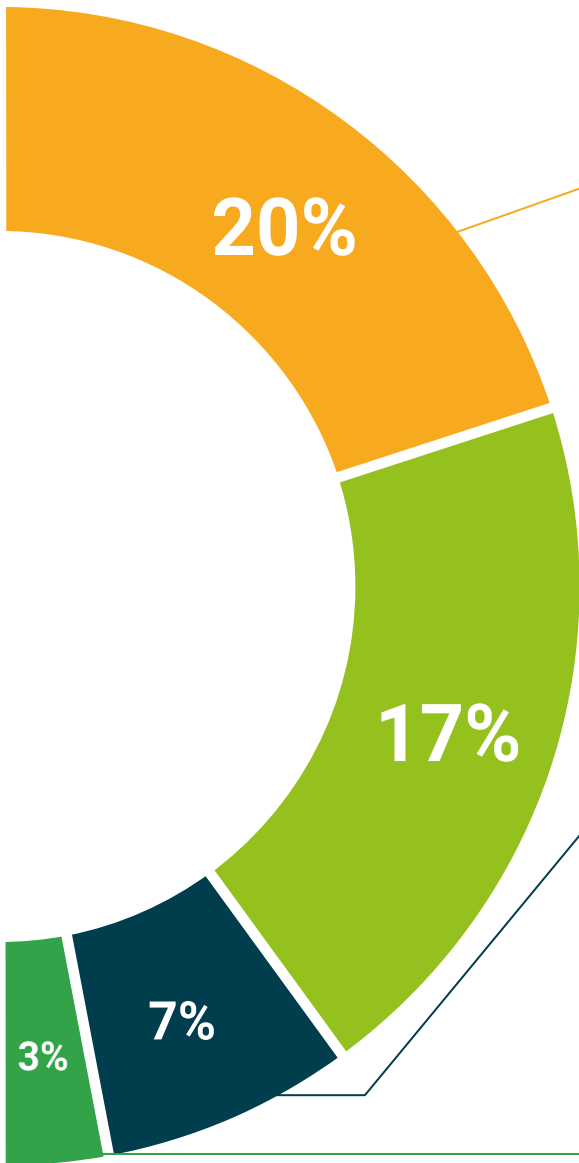
Classes

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.

06
Certificate

The Postgraduate Diploma in Public Health Management 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** 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**

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

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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