Postgraduate Certificate
Business Innovation and Entrepreneurship in E-Health

tech global university

Postgraduate Certificate

Business Innovation and Entrepreneurship in E-Health

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

Website: **www.techtitute.com/us/physiotherapy/postgraduate-certificate/business-innovation-entrepreneurship-e-health**

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01
Introduction

E-Health entrepreneurship is one of the areas of greatest growth and opportunity today, driven by the rapid evolution of technology and the need for innovative solutions in the healthcare sector. This program addresses precisely this topic, offering students a complete preparation on how to create and manage startups in the field of TeleHealth. The fully online program is based on the Relearning pedagogical methodology, which allows students to assimilate concepts more quickly through targeted repetition in dynamic resources. In the same way, they will be able to organize their academic materials in a flexible way and adapt to their own schedules and needs.

Get up to date on E-Health entrepreneurship and create projects in an innovative ecosystem"

In recent years, the healthcare industry has undergone a major transformation driven by innovation and entrepreneurship in digital technology. Information and communications technology (ICT) has become a key tool in the sector, giving rise to the field of E-Health.

Therefore, entrepreneurship and innovation in e-Health are areas of great importance, as they allow the development of innovative solutions to improve healthcare and people's quality of life. Therefore, it is necessary to have professionals specialized in these areas to lead the change and evolution of the sector. Therefore, the Postgraduate Certificate in Business Innovation and Entrepreneurship in E-Health aims to prepare physiotherapists with skills and knowledge necessary to develop innovative solutions in the field of Digital Health and lead entrepreneurship projects in this area.

The program addresses key topics such as entrepreneurship, innovation, business models, Lean Startup and Business Model Canvas methodologies, external, strategic and regulatory analysis, entrepreneurial environment and financing, as well as practical tools for entrepreneurship and innovation.

This program is 100% online and has a pedagogical methodology based on Relearning, which will allow them to save dozens of hours of study. In addition, students have the flexibility to organize academic resources according to their availability and schedules, so they have all the ingredients to launch their professional career in a comfortable way.

This **Postgraduate Certificate in Business Innovation and Entrepreneurship in E-Health** contains the most complete and up-to-date scientific program on the market. The most important features include:

- The development of case studies presented by experts in Business Innovation and Entrepreneurship in E-Health
- The graphic, schematic and eminently practical contents with which it is conceived gather scientific and practical information on those disciplines that are indispensable 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

Offer value propositions to the market and launch your career in Physiotherapy a step further with this Postgraduate Certificate Course"

Analyze the E-Health market in a systematic and structured way through dynamic case studies or videos"

Identify opportunities and minimize the error rate in the E-Health sector"

Position yourself in the TeleHealth field thanks to a unique program in the market"

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 learn in 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, students will be assisted by an innovative interactive video system created by renowned experts in the field of educational coaching with extensive experience.

02
Objectives

The Postgraduate Certificate in Business Innovation and Entrepreneurship in E-Health aims to update students on the application of information and communication technologies in various fields, but mainly focused on the health and physiotherapy sector. Therefore, this program seeks to expose in detail the fundamentals of a startup in the field of Health, among other key points.

Determine the most appropriate E-Health devices for your next business project with the knowledge you will develop with TECH"

General Objectives

- Develop key concepts of medicine that serve as a vehicle to understand clinical medicine

- Determine the major diseases affecting the human body classified by apparatus or systems, structuring each module into a clear outline of pathophysiology, diagnosis, and treatment

- Determine how to obtain metrics and tools for healthcare management

- Understand the basics of basic and translational scientific methodology

- Examine the ethical and best practice principles governing the different types of research in health sciences

- Identify and generate the means of funding, assessing and disseminating scientific research

- Identify the real clinical applications of the various techniques

- Develop the key concepts of computational science and theory

- Determine the applications of computation and its implication in bioinformatics

- Provide the necessary resources to practically apply all the concepts in the modules

- Develop the fundamental concepts of databases

- Determine the importance of medical databases

- Delve into the most important techniques in research

- Identify the opportunities offered by the IoT in the field of eHealth

- Provide specialized knowledge of the technologies and methodologies used in the design, development and assessment of telemedicine systems

- Determine the different types and applications of telemedicine

- Delve into the most common ethical aspects and regulatory frameworks of telemedicine

- Analyze the use of medical devices

- Develop the key concepts of entrepreneurship and innovation in eHealth

- Determine what a business model is and the types that exist

- Collect E-Health success stories and mistakes to avoid

- Apply the knowledge acquired to an original business idea

Achieve these objectives and handle the practical tools to analyze the environment and to quickly test and validate your idea"

Specific Objectives

- Analyze the e-health market in a systematic and structured way
- Learn the key concepts of innovative ecosystems
- Create businesses using the Lean Startup methodology
- Analyze the market and competitors
- Find a solid value proposition in the marketplace
- Identify opportunities and minimize rates of error
- Be able to handle the practical tools of environment analysis and the practical tools to quickly test and validate your idea

03

Course Management

The teaching team in charge of teaching the Postgraduate Certificate is made up of experts in the areas of Technology, Health and Physiotherapy. Each of them has extensive experience in the field of ICT applied to Health and Medical Care, and they have been carefully selected for their ability to impart up-to-date and relevant knowledge to students. In addition, the teaching team is characterized by its practical approach and its ability to adapt the course content to the needs and demands of the students, fostering meaningful learning that is applicable in the working world.

"

Experts in Technology, Health and Physiotherapy will be one of your greatest assets throughout this academic experience"

Management

Ms. Sirera Pérez, Ángela

- Biomedical Engineer expert in Nuclear Medicine and exoskeleton design
- Designer of specific parts for 3D printing at Technadi
- Technician in the Nuclear Medicine area of the University Clinic of Navarra
- Degree in Biomedical Engineering from the University of Navarra
- MBA and Leadership in Healthcare and Medical Technology Companies

Professors

Ms. Crespo Ruiz, Carmen
- Intelligence, Strategy and Privacy Analysis Specialist
- Director of Strategy and Privacy at Freedom&Flow SL
- Co-founder of Healthy Pills SL
- Innovation Consultant & Project Technician. CEEI CIUDAD REAL
- Co-founder of Thinking Makers
- Data protection consultancy and training. Tangente Cooperative Group
- University Professor
- Law Degree, UNED (National University for Distance Education)
- Degree in Journalism, Pontifical University of Salamanca
- Master's Degree in Intelligence Analysis, Carlos III and Rey Juan Carlos Universities, with the endorsement of the National Intelligence Center-CNI)
- Advanced Executive Program on Data Protection Officer

04
Structure and Content

The content of the Postgraduate Certificate in Business Innovation and Entrepreneurship in E-Health is designed for students to acquire a complete vision of information and communication technologies applicable in the healthcare field. The program focuses on innovation and entrepreneurship, with the objective of enabling students to manage the creation of a startup and develop a solid and profitable business model in the innovative E-Health market. All this and more in only 180 hours.
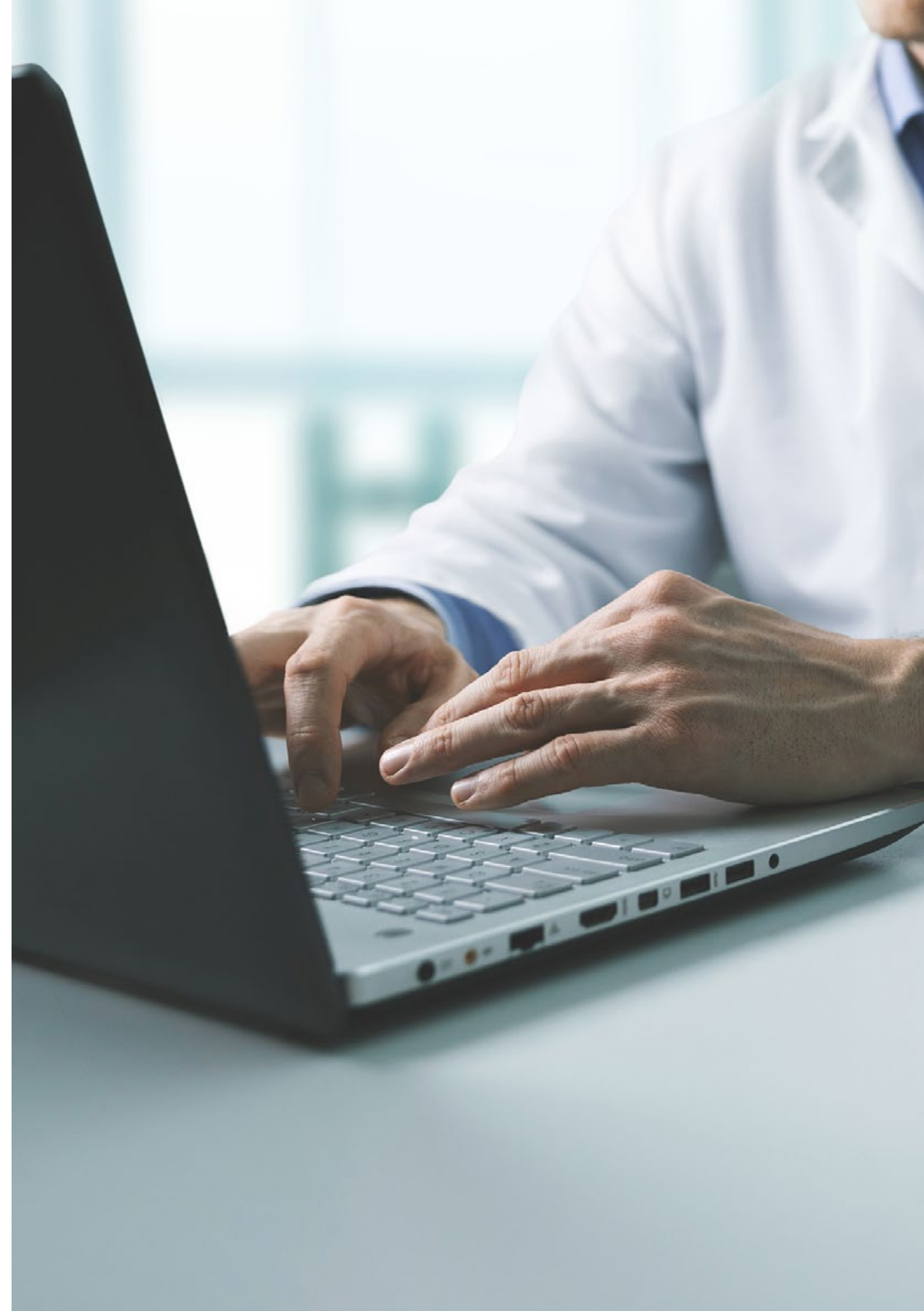
" *Enjoy an updated and detailed curriculum with which you will examine the most appropriate business models in this area"*

Module 1. Business Innovation and Entrepreneurship in E-Health

1.1.   Entrepreneurship and Innovation
    1.1.1.   Innovation
    1.1.2.   Entrepreneurship
    1.1.3.   Startups
1.2.   Entrepreneurship in E-Health
    1.2.1.   Innovative E-Health Market
    1.2.2.   Verticals in e-Health: m-Health
    1.2.3.   TeleHealth
1.3.   Business Models I: First Stages in Entrepreneurship
    1.3.1.   Types of Business Models
        1.3.1.1. Marketplaces
        1.3.1.2. Digital Platforms
        1.3.1.3. Saas
    1.3.2.   Critical Elements in the Initial Phase. The Business Idea
    1.3.3.   Common Mistakes in the First Stages of Entrepreneurship
1.4.   Business Models II: Business Model Canvas
    1.4.1.   Business Model Canvas
    1.4.2.   Value Proposition
    1.4.3.   Key Activities and Resources
    1.4.4.   Customer Segments
    1.4.5.   Customer Relationships
    1.4.6.   Distribution Channels
    1.4.7.   Partnerships
        1.4.7.1. Cost Structure and Revenue Streams
1.5.   Business Models III: Lean Startup Methodology
    1.5.1.   Create
    1.5.2.   Validate
    1.5.3.   Measure
    1.5.4.   Decide

Skilfully handle each and every one of the No-Code tools for entrepreneurship. 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.

"

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 face multiple simulated clinical cases, based on real patients, in which they will have to do research, establish hypotheses, and ultimately resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method. Physiotherapists/kinesiologists learn better, faster, 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, trying to recreate the real conditions of professional physiotherapy 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. Physiotherapists/kinesiologists who follow this method not only grasp concepts, but also develop their mental capacity, by evaluating real situations and applying their knowledge.

2. The learning process has a clear focus on practical skills that allow the physiotherapist/kinesiologist 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.

This 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, a real revolution with respect to the mere study and analysis of cases.

The physiotherapist/kinesiologist 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 we trained more than 65,000 physiotherapists/kinesiologists with unprecedented success in all clinical specialties, regardless of the workload. Our pedagogical methodology is developed in a highly competitive environment, with a university student body with a strong socioeconomic profile and an average age of 43.5 years old.

Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for 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 our 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 produced by the specialists who teach the course, specifically for the course, so that the teaching content is really specific and precise.

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.

Physiotherapy Techniques and Procedures on Video

TECH brings students closer to the latest techniques, the latest educational advances and to the forefront of current Physiotherapy techniques and procedures. All of this in direct contact with students and explained in detail so as to aid their assimilation and 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%
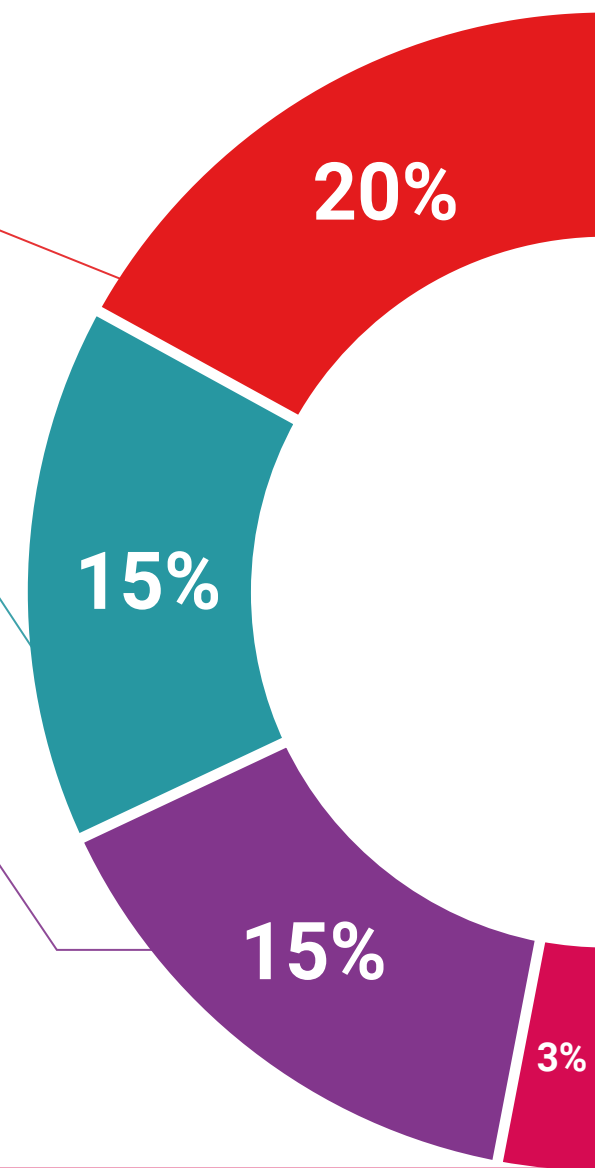
Expert-Led Case Studies and Case Analysis

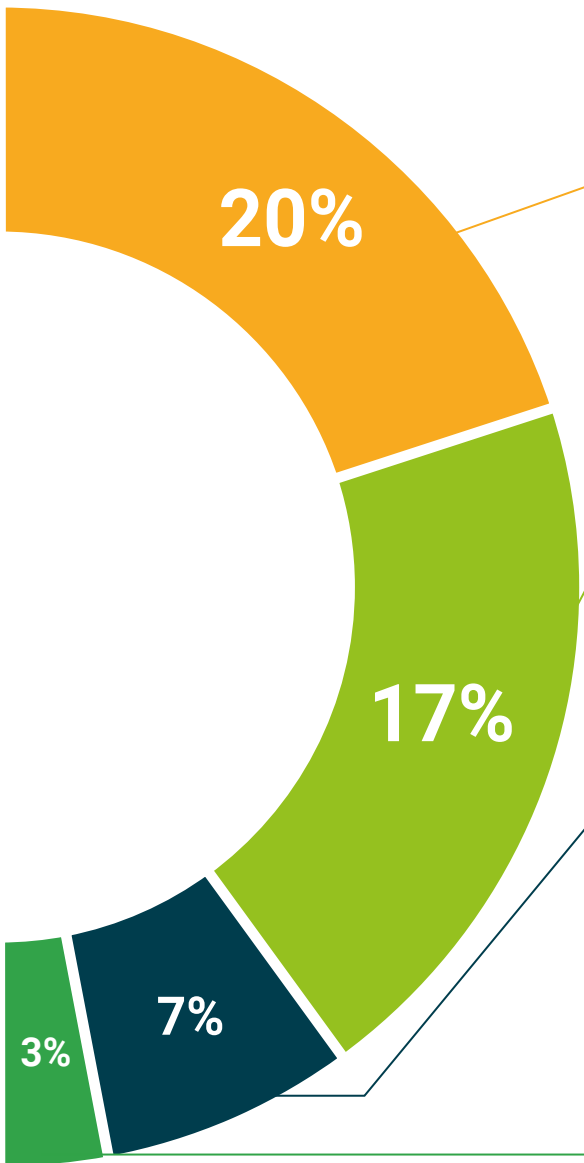Effective learning ought to be contextual. Therefore, TECH presents real cases in which the expert will guide students, focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.

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

This Postgraduate Certificate in Business Innovation and Entrepreneurship in E-Health guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.

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

This program will allow you to obtain a **Postgraduate Certificate in Exercise-Related Muscular and Metabolic Physiology** endorsed by **TECH Global University**, the largest digital university in the world.

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 Business Innovation and Entrepreneurship in E-Health**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**

tech global university

Mr./Ms. _____, with identification document _____ has successfully passed and obtained the title of:

Postgraduate Certificate in Business Innovation and Entrepreneurship in E-Health

This is a private qualification of 180 hours of duration equivalent to 6 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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