Executive Master in

Digital Healthcare

Reshape healthcare & pharma industries through innovation and leadership.

ON CAMPUS
BTS
ONLINE

BTS | **Barcelona** Technology School

Institut de Formació Contínua-IL3
UNIVERSITAT DE BARCELONA

UNIVERSITAT DE BARCELONA

Shape the Digital Future

Executive Master in
Digital Healthcare

Reshape healthcare & pharma industries through innovation and leadership.

WELCOME
TO BTS

BTS
Barcelona
Technology School

SHAPE
THE DIGITAL
FUTURE

Master in Digital Transformation Leadership
Master in Digital Solutions Development
Master in User Experience Design
Master in Big Data Solutions

barcelonatechnologyschool.com

Welcome

Enabling people to shape the digital future

If you're passionate for technology and want to contribute to drive the digital transformation, Barcelona Technology School is your place.

The digital ecosystem in Barcelona is now warmer than ever. The strategic alignment of the government, the industry and educational institutions like BTS, are mixing the best ingredients to boost the European capital of innovation.

The result of Barcelona's digital strategy is excellent: international companies are landing in Barcelona to relocate their digital and tech headquarters and open professional opportunities for those who are ready.

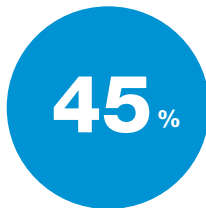**Josep Clotet**
General Manager

BTS in numbers

#1
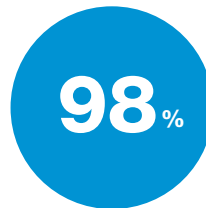University of Barcelona
Ranked #1 in Spain

+70
Students Nationalities
International Diversity

50%
Tech & Business
Background Participants

45%
Women
Gender Diversity

98%
Student
Employability rate

Strategic Advisory Board

Sudha Jamthe
Silicon Valley

Marko Gargenta
San Francisco

Ricardo Baeza
Silicon Valley

Aleix Valls
Barcelona

C. Mastrodonato
London

Angel Garcia
Barcelona

The members of the BTS Strategic Advisory Board are industry leaders with wide experience managing strategic digital projects in companies such as Ebay, Twitter, Yahoo, Mobile World Capital, Konica Minolta or StartupBootCamp.

This Team helps Barcelona Technology School to take care of the quality and contents of the programs.

Program Director

Óscar Solans

Program Coordinators

Jordi Arrufí

Jordi Piera

Lead
Professors

Eloy Noya
Management
& Leadership

Guillem Vila
Management
& Leadership

Ariadna Casanuevas
Legal Tech

David Reyero
Management
& Leadership

Tino Marti
Public Health

Ester Sarquella
Health & Social
Care Systems

Ariadna Rius
Health & Care
Information
Technologies

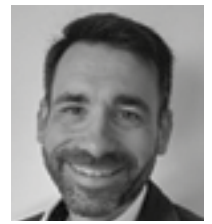**Jordi Arrufí**
Digital Transformation
in Healthcare

Eduard Gil
Data- Driven
Healthcare

Martin Longobuco
Digital Transformation
in Healthcare

Anne Etzelmüeller
Introduction to
Implementation
Science

David Elvira
Health & Social
Care Systems

Oriol Ribera
Innovation in Digital
Healthcare

Jordi Piera
Health & Care
Information
Technologies

Luca Caruso
Digital
Entrepreneurship

Òscar Solans
Health & Social
Care Systems

Jorge Monclús
Legal Tech

Nash Billimoria
Management
& Leadership

Leah Bührmann
Introduction to
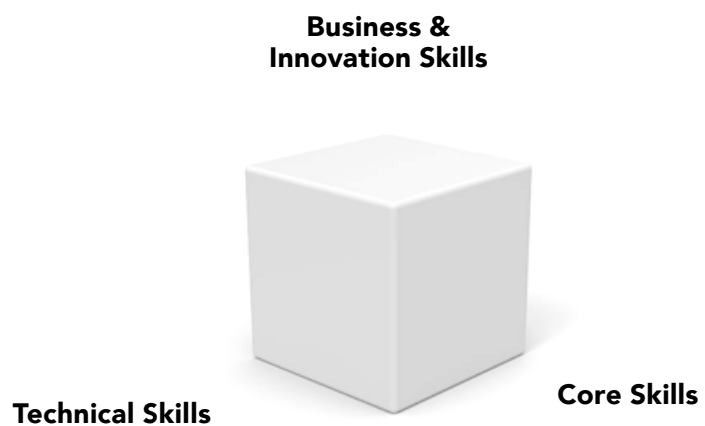Implementation
Science

Caritat Pontes
Legal Tech

BTS EXPERIENCE

3D Learning

Methodology

Barcelona Technology School has developed its own practical, active and participatory methodology with emphasis on "learning by project" where participants generate their own digital solutions.

Business & Innovation Skills

Technical Skills   **Core Skills**

This methodology reflects the digital industry demand for new professionals with skills such as:

Technical Skills

Web Development
Mobile Development
User Experience
Big Data
Machine Learning
Cloud Computing
Internet of Things
Cyber Security
Software Craftsmanship
Blockchain

Business & Innovation Skills

Digital Transformation
Digital & Mobile Business
Creative Technology
Innovation
Entrepreneurship
FinTech
Legal Tech
Change Management
Digital Talent & Culture

Core Skills

Empathy
Communication
International Scope
Flexibility
Collaboration & Network
Transversal Vision
Curiosity
Compromise
Responsibility

BTS Ecosystem

Industry Immersion

Barcelona Technology School has assembled an eco-system of companies that support BTS programs, providing industry exposure.

Project Mentors
Real & experienced professionals will mentor your digital projects

Digital Ecosystem
Visit and learn from the tech leaders

University of Barcelona
Ensures academic accreditation, quality and certification

Academic Board
Highly qualified instructors and well-known professionals

Entrepreneurs & Incubators
Inspire your own projects and new disruptive digital business

Digital Labs & I+D+i
Digital Labs & innovation projects exposure

SHAPE
THE DIGITAL
FUTURE

Some of the companies that support BTS:

Startupbootcamp

everis

accenture

BIGDATACoE
BARCELONA

DSC Consorci de Salut i
Social de Catalunya

4YFN
CONNECTING STARTUPS

GOBIERNO DE ESPAÑA   MINISTERIO DE ECONOMÍA Y COMPETITIVIDAD   ICEX   INVEST IN SPAIN

Generalitat
de Catalunya

LA UNIÓ
Associació d'Entitats Sanitàries i Socials

MOBILE
WORLD CAPITAL
BARCELONA

ATHENEA

eurecat
Technology Centre of Catalonia

sedisa
sociedad
española de
directivos
de la salud

Pier01
BARCELONA
TECH CITY

Ajuntament de
Barcelona

BARCELONA
HEALTH HUB

EXECUTIVE MASTER IN

DIGITAL HEALTHCARE

Reshape healthcare & pharma
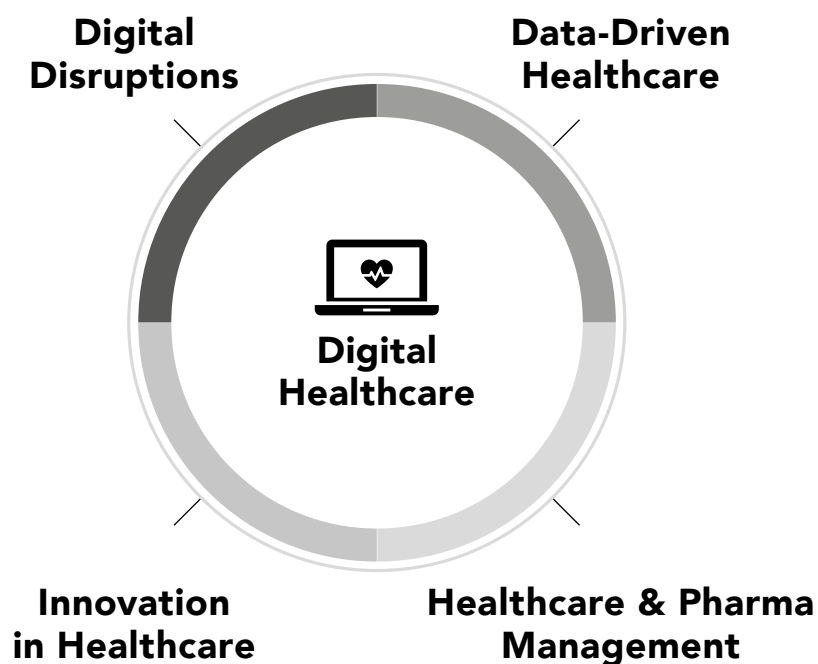industries through innovation
and leadership

The Master

Executive Master in Digital Healthcare

The Executive Master in Digital Healthcare will give you the skills needed to understand how technology opportunities are improving healthcare services, while providing you with the tools to manage departments and medical institutions, and help them embrace innovation.

Digital Disruptions

Data-Driven Healthcare

Digital Healthcare

Innovation in Healthcare

Healthcare & Pharma Management

Contents

Health and Social Care Systems
1. The healthcare ecosystem and value chain
2. Organisation (planning, allocation of resources, provision)
3. Health and social care models
4. Care delivery models
5. Developing Chronic Care and Integrated Care models
   for people with complex conditions
6. Quality assessment
7. Healthcare Centre Management

Public Health
1. Public health strategy
2. Health and society
3. Healthcare reform and public health challenges
4. Public health research
5. Epidemiology
6. Economic appraisal
7. Grand societal challenges

Health and Care Information Technologies
1. Fundamental concepts
2. Legacy systems in healthcare
3. Information systems in social care
4. Standards and interoperability
5. Conceptual framework in medical documentation
6. Medical devices, wearables and sensors
7. Adoption and maturity models
8. ICT strategic planning and key technologies and architectures
9. Cybersecurity

Digital Transformation in Healthcare
1. The context of the 4th industrial revolution and the VUCA world
2. Disruptive technologies:
   - IoT
   - Artificial Intelligence
   - Blockchain
   - Virtual Reality, Augmented Reality and Mixed Reality
   - Persuasive technologies and behaviour change
3. Digital transformation
4. Digital transformation in the healthcare industry
5. Digital transformation methodologies

Contents can be modified according to the needs of the program.

Contents

Data-driven Healthcare
1. Harnessing the power of data
2. Data governance
3. Secondary usage of data
4. Business intelligence
5. AI techniques (predictive modelling, NLP, etc.)
6. Clinical Decision Support Software
7. Integrating multiple sources of data

Innovation in Digital Health
1. Discovering framework
2. Ideation & validation processes
3. Types and levels of innovation
4. Management of the innovation portfolio
5. Innovative organizations
6. Ethical principles in innovation with human subjects
7. Generating evidence
8. Publication of results
9. Evaluation frameworks

Introduction to Implementation Science
1. Implementation science fundamentals
2. Theory, methods and frameworks
3. Barriers and facilitators of digital health implementation
4. Design, development, implementation, monitoring and evaluation
5. Cases

Management and Leadership
1. Project management
2. Project planning, execution and monitoring
3. Agile methodologies
4. Change management
5. Financial basics
6. Digital culture
7. Managing digital talent

Contents can be modified according to the needs of the program.

Contents

Legal Tech
1. Ethical considerations in health care
2. Data privacy
3. Patents and rights
4. Confidentiality, integrity and availability
5. Legal frameworks
6. App as a medical device
7. Regulation of Drug Development

Digital Health Entrepreneurship
1. Lean startup
2. Funding sources
3. Health care business models
4. Digital health hubs
5. From an idea to market
6. Corporate Venturing

Project
During the program students have to work on a final project aimed at developing a digital transformation strategy for a healthcare or pharma institution that wants to operate successfully in digital environments.

Contents can be modified according to the needs of the program.

Summary

TYPE
Part Time Executive Master degree

LOCATION
Barcelona, Spain

DURATION
9 months (1 academic year)

LANGUAGE
English

INTAKE
April 2021

FEES
18.000€

ACCREDITATION
Barcelona Technology School and University of Barcelona

CREDITS
60 ECTs

*Master awarded by Barcelona Technology School and the University of Barcelona, ranked best university in Spain by:

Academic Ranking of World Universities. 2019

QS World University Rankings, WUR. 2019

Center for World University Rankings. 2019

Best Global Universities. 2019

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How to apply

If you are passionate about digital healthcare:

1. Application Form
www.barcelonatechnologyschool.com

2. Motivation Letter & CV
Send the admissions office your CV as well as a motivation letter explaining how you think the healthcare industry will be in the next five years and how you could contribute to the transformation of this sector.

You can submit this documentation directly by email.
✉ info@barcelonatechologyschool.com

3. Assessment
Our Admission Board, as well as the director of the program, will analyze your candidature and if you meet the profile of Barcelona Technology School, we will call you to have a chat.

Admissions Office:

+34 932 714 244
info@barcelonatechnologyschool.com
www.barcelonatechnologyschool.com

BARCELONA

Barcelona Technology
School

Information and admissions

+34 932 714 244
info@barcelonatechnologyschool.com

Location
Barcelona. Almogàvers 119
Barcelona's Technological
district (22@)