

Post-Graduate Certificate Programme  
in Digital Health:

# CERTIFIED DIGITAL HEALTH PROFESSIONAL COURSE



Applications Open on 20<sup>th</sup> December 2022  
Applications Close on 23<sup>rd</sup> January 2023

Delivered by Global Practitioners of Digital Health

# Why a course in Digital Health?

Healthcare is adopting technology faster than we can imagine. Online doctor appointments are now widespread, and using mobile apps for doctors' consultations and management of chronic diseases is now a reality.

The software is now prescribed like a drug (SaaS), and software is now a medical device (SaMD); it is only that some have not used it while others have, and soon the number of people asking for digital therapeutics, is going to increase. The gap between what is happening and what is being taught is huge, and technology does not wait for anyone.

Those who use digital health will replace those who don't; hence, it is important to understand this digital health domain and be prepared, so that when the opportunity knocks on your door, you don't miss it.

this course is a must to secure your organization's future and your practice. This course will equip clinicians, paramedics, healthcare professionals, and managers to understand the digital health domain and the deployment of digital health tools.

Given that working professionals find it difficult to attend a college or a university to learn about digital health, we created this fully online course with the world's best faculty teaching digital health from their years of experience in digital health. You can watch the video lectures, read the study material at your convenience, and in a year, learn enough to become a 'Certified Digital Health Professional'. This course will enhance the competence level in using digital tools across the continuum of care.

## “If you are not into Digital Health, you are not in Health.”

Dr. Rajendra Pratap Gupta,  
Founder – Digital Health Academy



# Course Development

The course was developed as a result of over two years of research with the world's top authorities in Digital Health. The course was designed in consultation with over 60 global leaders across the healthcare domain working in hospitals, the pharmaceutical industry, research & development, med-tech, information technology, regulators, and policymakers spread across USA, U.K., E.U., South-East Asia, Africa, and after research in over 127 countries on the course's need and content. The course is a unique blend of the world's best faculty and use cases in digital health.

## Why this is the world's best course in Digital Health

This is the world's first 'Certified Digital Health Professional' (CDHP™) course blending the fields of health, technology and management. The CDHP™ course has three levels; Basic, Advanced and Professional. This course aims to provide knowledge on theoretical, technological, management, and application aspects of digital health across the continuum of care. The faculty of CDHP™ are the actual practitioners of Digital Health & Management. They are global health technology leaders who have developed and delivered Digital Health.







## What will you learn?

- ✓ After doing this course, You will have an understanding of the Digital Health domain and how to deploy digital tools in day-to-day practice and gain a competitive advantage.
- ✓ The learners will be proficient in management principles applicable to Digital Health.
- ✓ The learners will develop competency with regard to organizational behaviour & change management in implementing Digital Health.
- ✓ The learners will get a theoretical, technological, management, and application-level understanding of key digital health tools.

## The Programme will enable Professionals to-

- ✓ Develop an understanding of the digital healthcare domain and the relevance of integrating technology at various levels across the continuum of care.
- ✓ Understand and appreciate the link between management principles, various functional domains, and application-oriented Digital Health.

# Career Perspective

This Post Graduate Certificate Course in the field of Digital Health offers you an opportunity to be a formally qualified and trained professional in Digital Health. This course can help you build a career in:

- ✓ **Pharmaceutical Industry**
- ✓ **Hospitals**
- ✓ **Consulting & Advisory services**
- ✓ **Chronic Disease Management**
- ✓ **Medical Devices**
- ✓ **Information Technology**
- ✓ **Academics & Research**
- ✓ **Digitalizing Medical/ Clinical Practice**
- ✓ **Public Policy & Regulation**
- ✓ **Digital Health Project Management**
- ✓ **Marketing & Business Development for Organizations in Digital Health**
- ✓ **Develop Digital Health Solutions**
- ✓ **Insurance**
- ✓ **Entrepreneurs in Digital Health**





# Course Structure & Design

After doing this course, you will understand digital health domain and gain a competitive and professional advantage.

**\*This course will be delivered in English so proficiency in English is a pre-requisite.**

## The Course has 3 levels

- ✓ **Basic Level:**  
Theoretical Aspects of Digital Health
- ✓ **Advanced Level:**  
Technological & Management Aspects of Digital Health
- ✓ **Professional Level:**  
Application Aspects of Digital Health with Use Cases

## Assessment

Quiz at the end of each chapter & module  
Dissertation/ Internship – 4 weeks

## Duration

One year (53 weeks), Self-Paced

## Mode

Online

## Who will award the certificate



## Alumni Status

The successful completion of the course entitles you to be an Executive Alumni of India's premier management institute - Indian Institute of Management- Raipur & Digital Health Academy.

## Course Study Material

- ✓ Study material covering the important content of the respective topic
- ✓ Pre-recorded video lectures from the Practitioners of Digital Health
- ✓ Relevant reading materials – Journals, Books & Articles

## Certification

- ✓ The participants shall be certified upon meeting the following minimum criteria:
- ✓ On achieving 50% score at each level- Basic, Advanced & Professional
- ✓ Participation in Webinars (50% minimum attendance)
- ✓ Dissertation (Rated Satisfactory)

## The course is endorsed by:

- ✓ International Society for Telemedicine & eHealth (ISfTeH), Switzerland.
- ✓ European Connected Health Alliance (ECHAAlliance)



# Eligibility

- ✔ You will be a Certified Digital Health Professional.
- ✔ This course will help advance your career and professional practice, giving you a competitive edge.
- ✔ Your name will be enlisted as an executive alumni of IIM Raipur and you will also get the opportunity to network with top management professionals.
- ✔ You will be listed in the directory of trained digital health experts at the Digital Health Academy. People hunting for expertise in the arena of Digital Health can connect with you through the network.
- ✔ On course completion, your profile will be shared through the social media handles of Digital Health Academy, mentioning you as the first batch of formally trained and Certified Digital Health Professionals.

- ✓ **Doctors**
- ✓ **Healthcare Professionals**
- ✓ **Managers working in Healthcare Settings**
- ✓ **Paramedics & Allied Healthcare Professionals**
- ✓ **Healthcare IT Professionals**
- ✓ **Med-tech Professionals**
- ✓ **Pharmaceutical Industry Professionals**
- ✓ **Clinical Informatics Professionals**
- ✓ **Hospital Administrators**
- ✓ **Academicians & Researchers in Healthcare**
- ✓ **Healthcare Consultants/ Advisors**
- ✓ **Healthcare Policy Makers**
- ✓ **Public Sector Leaders, Community Health Centre Heads, Primary Health Centre Heads**

# Group Enrollments

Only 200 seats are available for the 2023 cohort. The selection will be based on the various parameters mentioned in the selection procedure.

*Corporates can submit group nominations.*







# Fee Structure

## For Indian Students:

INR 3.6 Lacs\* plus applicable taxes

## For Foreign Students:

US\$ 7,000

## 3-day Contact Program (Optional) at IIM Raipur\*\*

For Indian Students: INR 30,000

For Foreign Students: US\$ 500

\* The above fees include tuition Fees, Material / Notes & Alumni fees.

\* The candidate can withdraw his/her application only till the course begins i.e. 1st February 2023. Post that the fees will not be refunded.

\*\* This fees includes attending the leadership sessions at IIM Raipur. Participants will have to arrange their boarding and lodging of their own.

## Final Selection

The final decision will be based on a composite score, computed based on two parameters:

Personal Interview (40%) & Profile (60%). The detail of the weightage in each parameter is provided in the table below.

Parameters	Personal Interview <sup>a</sup>	Academic Profile <sup>b</sup>	Work Experience <sup>c</sup>	Gender Diversity <sup>d</sup>	Geographical Diversity <sup>e</sup>	Academic Diversity <sup>f</sup>	Total
Weightage	40	20	20	5	10	5	100

- Personal Interview** will evaluate candidate's aptitude and required knowledge towards the program.
- Academic Profile** will investigate candidate's academic performance at 10th, 12th and graduation level.
- Work Experience** is evaluated based on duration of the experience and industry where the candidate had worked.
- Gender Diversity**: Female candidates shall be given 5 marks extra.
- Geographical Diversity** is evaluated based on country of origin of the candidate.
- Academic Diversity** is evaluated based on candidate's field of study during graduation.

## Academic Calendar

Year	Semester	Duration	
2023-24	Level 1- Basic: 16 Weeks	Feb 2023	May 2023
	Level 2- Advanced: 19 Weeks	June 2023	May 2023
	Level 3- Professional: 13 Weeks	Oct 2023	Dec 2023
	Dissertation: 5 Weeks	1 <sup>st</sup> Jan 2024	7 <sup>th</sup> Feb 2024
	Contact Program (Optional): 3 days	During Dissertation Month	



# Selection Process

## Profile Shortlisting by IIM Raipur

It will be decided based on the parameters of academic profile, work experience, gender diversity, geographical diversity, and academic diversity.

## Personal Interview

The candidate has to appear before an interview panel. The candidate will be evaluated on the following: Richness of Experience, Communication Skills, Leadership Aptitude, Team Spirit, and Ethical Orientation. Merely fulfilling the eligibility criteria does not imply that the candidate is qualified to be called for an interview. However, the Institute reserves the right to decide the number of times the candidates would be called for an interview.



# Faculty



**Dr. Joseph C. Kvedar**

President, American Telemedicine Association,  
Vice President, Connected Health, Partners  
Healthcare, Professor, Harvard Medical School



**Sir Muir Gray**

CBE, MD, Oxford Centre for Triple Value Healthcare,  
1st Chief Knowledge Officer of the NHS, UK



**Lord Nigel Crisp**

Member of House of Lords, Former Chief  
Executive of the NHS & Permanent Secretary,  
Department of Health, UK



**Ms. Ann Mond Johnson**

CEO, American Telemedicine Association, USA



**Mr. Bakul Patel**

Senior Director, Global Digital Health, Strategy  
and Regulatory at Google.



**Prof. Alain Labrique**

Professor, Johns Hopkins Bloomberg  
School of Public Health



**Dr. Anand Iyer**

Chief Analytics Officer, WellDoc Inc., USA



**Sir George Crooks**

CEO, Digital Health & Care Institute



**Mr. Grahame Grieve**

Principal at Health Intersections Pty Ltd,  
Founder- FHIR



**Dr. Harry Greenspun**

Partner & Chief Medical Officer, Guidehouse, USA



**Prof. Jefferson G Fernandes**

Director, International Society for Telemedicine  
and eHealth (ISITeH);



**Mr. Abhiroop Gandhi**

Trust & Compliance Officer, Verily  
(Google Life Sciences), San Francisco, USA

# Faculty



**Dr. Arjun Kalyanpur**

CEO & Chief Radiologist at  
Teleradiology Solutions



**Mr. Brian O'Connor**

Chair, European Connected Health Alliance, UK



**Ms. Deven McGraw**

Lead, Data Stewardship & Data Sharing at  
Invitae; Co-founder & Chief Regulatory  
Officer, Citiizen Corporation



**Prof. Yunkap Kwankam**

Executive Director, International Society for  
Telemedicine and eHealth (ISfTeH), Former  
Co-ordinator eHealth, World Health Organization



**Dr. Devi Shetty**

Chairman & Executive Director,  
Narayana Health Limited



**Prof. Dipak Kalra**

President, The European Institute for Innovation  
through Health Data (i-HD Professor of  
Health Informatics), UCL Visiting Prof.,  
University of Gent, Belgium



**Dr. Najeib Al-Shorbaji**

President, Jordan Library and Information  
Association, President, eHealth Development  
Association (Jordan), President, North Africa  
& Middle East Health Informatics Association



**Dr. Pramod K. Gaur**

Adjunct Professor, Pace University  
& Chair, Technology Collaborative,  
Westchester County Liveable  
Communities Program



**Ms. Reena Sooch**

Head of Digital and  
Connected Health, Ipsos



**Mr. Sean Blaschke**

Global Coordinator, Digital Health  
Centre of Excellence (DICE)



**Prof. Sam Shah**

Chief Medical Strategy Officer,  
Numan, UK



**Prof. Siddharth Arora**

Programme Director, Oxford India  
Centre for Sustainable Development  
(OICSD), University of Oxford

# About IIM Raipur

Established in 2010, IIM Raipur has a strong foundation in business education, well-recognized corporate relations, and nationwide recognition of high-quality practice-oriented education. The institute has a strong brand equity as an institute of national importance and recognition with all stakeholders, including parents, students, government, and industries. NIRF 2022 has ranked the institute in the 14th position in the management category. The institute has core faculty strength in all the functional domains of management, such as Finance & Accounts, Strategic Management, Marketing, Information Technology, Economics and Public policy, Human resource and Organizational Behaviour, Operations, and Quantitative Methods. The faculty have training in various disciplines of management, ERP, Digitalization, and Information Technology from some of the premier institutions in the country and abroad. Their research work has been published in scientific journals of national and international repute. Also, there exists a functional centre of excellence in the Digital Economy. IIM Raipur, since its inception, has strived towards building its world-class infrastructure and is well equipped to run a certificate programme in Digital Health.

# About Digital Health Academy

Digital Health Academy aims to be a world-class institution to create a digitally enabled future-ready workforce for the 21st century by equipping them with skills needed to handle emerging technologies to deliver healthcare. The faculty and the advisory board of the Digital Health Academy comprise the world's foremost leaders who are passionate about digital health and have played a key role in shaping this domain. Digital Health Academy offers courses for physicians, nurses, physiotherapists, pharmacists, counselors, technicians, and frontline healthcare workers and will collaborate with the world's topmost academic institutions to cater to global needs.





# Profile of Programme Chair



## Dr. Rajendra Pratap Gupta

Dr. Rajendra Pratap Gupta is a leading public policy expert with vast experience in policymaking. He has been involved in major global initiatives on Digital Health and holds several key positions in the Digital Health arena. He is the founder and behind many path-breaking initiatives and organizations, working for Digital Health.

Rajendra has been invited by the Prime Minister's office of Bangladesh to draft the AI policy. He is the former advisor to the Union Health Minister, Government of India, and played a key role in drafting of the National Health Policy and National Education Policy 2020. He was nominated by the World Economic Forum on the Global Agenda Council for Digital Health, recognized for his global contribution to healthcare by the Sheriff of Los Angeles. In 2018, he was conferred the 'Global Impact Award' by the Personal Connected Health Alliance (A HIMSS Organization) at Boston, and his contributions and career have been chronicled as a case study in global health by the Royal Society of Tropical Medicine and Health, for their 'Grow Global Initiative.'

He is a Member of the Guidelines Development Group (Digital Health), Global Roster of Experts in Digital Health & a member of the Telehealth Working Group at the WHO; Board Member of the International Society for Telemedicine & eHealth (ISfTeH); Member of the Steering Committee of the Global Digital Health Index; Member of the World Economic Forum Expert Network & Chairman of the Dynamic Coalition on 'Digital Health' at United Nations Internet Governance Forum. He has co-authored the Global eHealth Diffusion report (WHO) & is the chairman of the national committee for developing guidelines & standards for Digital Health. He has authored the global best seller titled 'Digital Health – Truly Transformational'.



# Profile of Course Directors



## Ms. Mevish Vaishnav

Ms. Mevish Vaishnav is a senior healthcare professional and has served in senior roles in the industry and on various government committees. She has served as Vice President of the largest publicly listed hospital chain in cancer care. She also served on the standards committee for digital health across two ministries and has been invited by the Ministry of Health and Family Welfare, Government of India, and the Parliamentary Standing Committee on Health and Family Welfare.

Mevish has led Innovation Working Group Asia (Set up by the UN Secretary General's office) to draft the "Roadmap for Telemedicine". She was the National Coordinator for the Personal Connected Health Alliance, an initiative of HIMSS. She has led one of the largest National Health Awareness Program (NHAP) in the NCR region with 78000 school children. Mevish serves as a board member with various not-for-profits, has authored articles in various publications, and has been invited as a speaker in India and Abroad.

Passionate about women's health and safety, she initiated and hosted a major program at the Rashtrapati Bhawan with the Hon'ble President of India as the chief guest on International Women's Day. By invitation of the United Nations - Commission on the Status of Women (CSW 63), Mevish attended the meeting at the United Nations Headquarters in New York from 11 to 22 March 2019. She is leading the campaign 'Women for Digital Health' at Health Parliament. Currently the Group Chief Operating Officer at Digital Health Associates Private Limited, where she leads various initiatives on policy, capacity building and adoption of digital health. She is also the Vice President of the Government Industry Dialogue- an initiative that bridges the divide between the government and the industry. Mevish is a Science Graduate and holds an Executive MBA in Healthcare Management.





## Dr. Sanjeev Prashar



Dr. Sanjeev Prashar is working as a Professor in the area of Marketing at IIM Raipur. He held the position of Dean - Academics from December 2018 to June 2022 with the Indian Institute of Management Raipur, India. Prof. Sanjeev Prashar has thirty-two years of academic experience in teaching Postgraduate Management courses, corporate training, and consulting. He has been teaching courses like Marketing Management, Sales Management, Rural Marketing, and International Marketing at various prominent business schools in India. He has published numerous research papers (90) in prominent international journals of repute.



## Dr. Jighyasu Gaur



Dr. Jighyasu Gaur has over 15 years of academic experience. He has received several awards including the Emerging Economies Doctoral Student Award (EEDSA) 2012 from the Production and Operations Management Society (POMS), USA. He was a visiting scholar at the University of Memphis, USA during 2011-2012. His area of research is supply chain management, circular economy, remanufacturing, sustainability, among others. He has published research papers in reputed journals, including Omega, Journal of Cleaner Production, International Journal of Production Research, Journal of Business Research, Annals of Operations Research, and Journal of Strategic Marketing. He teaches courses such as Operations management, Supply chain management, Reverse supply chain, Managerial statistics, and Business research methods.



## Dr. Sandeep S



Dr. Sandeep S is an assistant professor in the strategic management area of the Indian Institute of Management Raipur. His primary research interest is in the field of international business, especially the internationalization strategies of emerging market multinationals (EMNEs) with a particular focus on Indian MNEs. His research explores how diverse theories of organization, international business economics, and economics geographies can be applied to explain the international business strategies of multinationals from emerging markets. He is also interested in the micro-foundational aspects of business strategies especially the role of the board of directors and TMTs in the internationalization strategies of MNEs. His research works are not limited to but include the competition in emerging markets, heterogeneity of institutional environments and its impact on internationalization strategies, and the impact of clusters or agglomerations on the internationalization of EMNEs. He is also interested in the sociology of organizations. His papers have appeared in the Journal of business research, journal of organizational change management.





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<https://web.iimraipur.edu.in/>

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