Post-graduate Certificate Programme in Digital Health &
Diploma Programme in Digital Health

For Batch II

Applications Open on 15th July, 2023

Early Applications Deadline 25th August, 2023

Last Applications Deadline 25th September, 2023

Creating Digital Health Leaders

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 (SaaD), 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.

Message from the chair of the course:

For those who are enrolled in this course have a onerous responsibility to be the thought leaders who will drive the digital transformation of healthcare. This course aims at creating leaders for healthcare transformation.

"If you are not into Digital Health, you are not in Health."

Dr. Rajendra Pratap Gupta
Founder- Digital Health Academy

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

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 for its need and content, 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 the USA, U.K., E.U., South-East Asia, Africa, and after research in over 127 countries. The course is a unique blend of comprehensive structure, quality content, and the world's best faculty 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.

Batch I comprises 85% doctors and average experience is 15 years. It includes people who are in Digital Health companies in leadership roles.

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 & 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 (ECHAlliance)

Course Highlights

☑ 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.

Professional Edge

✔ You will be a Certified Digital Health Professional.

✔ This course will help advance your career and professional practice, giving you a competitive edge.

✔ You 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 seeking 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, promoting your profile as a trained and Certified Digital Health Professional.

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 as applied to the domain of Digital Health.

Career Prospects

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 various fields in the healthcare industry.

- ☑ Pharmaceutical Industry
- ☑ Hospitals
- ☑ Consulting & Advisory services
- ☑ Chronic Disease Management Medical
- ☑ Devices
- ☑ Information Technology
- ☑ Academics & Research

- ☑ Digitalizing of Medical/ Clinical Practice
- ☑ Public Policy & Regulation
- ☑ Digital Health Project Management
- ☑ Marketing & Business Development for Organizations in Digital Health
- ☑ Development of Digital Health Solutions
- ☑ Insurance Industry
- ☑ Entrepreneurs in Digital Health

Eligibility for Diploma Programme in Digital Health

Graduation degree or its equivalent with age of 25 years as on July 20, 2023.

*Proficiency in English is a pre-requisite

Eligibility for PG Certificate Programme in Digital Health

Graduation degree or its equivalent with work experience of minimum two years as:

- ☑ Doctor
- ☑ Healthcare Professional
- ☑ Manager working in Healthcare Settings
- ☑ Paramedics & Allied Healthcare Professional
- ☑ Healthcare IT Professional
- ☑ Med-tech Professional
- ☑ Pharmaceutical Industry Professional
- ☑ Clinical Informatics Professional
- ☑ Hospital Administrator
- ☑ Academicians & Researchers in Healthcare
- ☑ Healthcare Consultant/ Advisor
- ☑ Healthcare Policy Maker
- ☑ Public Sector Leader, Community Health Centre Head, Primary Health Centre Health

*Proficiency in English is a pre-requisite

Enrollments

- Limited seats are available for each cohort.
- The selection will be based on the various parameters mentioned in the selection procedure.
- Applications received by 25th August will receive a decision and confirmation of seat earlier.
- Only the remaining seats, if available, will be available for late applications.
- Corporates can submit group nominations to digitalhealth@iimraipur.ac.in.

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., October 2023. Post that the fees will not be refunded.
** This fees is for the optional leadership sessions at IIM Raipur. Kindly note that
participants will have to arrange for their own boarding and lodging.
* No Cost EMI option is available for Indian students.

Selection Process

1. Profile Shortlisting

The profiles will be reviewed and shortlisted based on the parameters of academic profile, work experience, gender diversity, geographical diversity, and academic diversity.

2. 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.

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	Academic Profile	Work Experience	Gender Diversity	Geographical Diversity	Academic Diversity	Total
Weightage	40	20	20	5	10	5	100

a) **Personal Interview** will evaluate candidate's aptitude and required knowledge towards the program.

b) **Academic Profile** will investigate candidate's academic performance at 10th, 12th and graduation level.

c) **Work Experience** is evaluated based on duration of the experience and industry where the candidate has worked.

d) **Gender Diversity:** Female candidates shall be given 5 marks extra.

e) **Geographical Diversity** is evaluated based on country of origin of the candidate.

f) **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	October 2023	January 2024
	Level 2- Advanced: 19 weeks	February 2024	June 2024
	Level 3: Professional: 13 weeks	June 2024	September 2024
	Dissertation & Contact Program	October 2024	

Faculty

World's Tallest Leaders

Mr. Aneesh Chopra
Co-Founder & President, CareJourney

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.

Dr. Alain Labrique
Director, Dept. of Digital Health &
Innovation at WHO

Dr. Joseph C. Kvedar
President, ATA
Vice President, Connected Health, Partners
Healthcare, Professor, Harvard Medical School

Sir George Crooks
CEO, Digital Health & Care Institute

Dr. Anand Iyer
Chief Analytics Officer, Welldoc Inc., USA

Mr. Grahame Grieve
Principal at Health Intersections Pty Ltd,
Founder- FHIR

Prof. Jefferson G Fernandes
Director, International Society for Telemedicine
and eHealth (ISfTeH)

Mr. Abhiroop Gandhi
Trust & Compliance Officer, Verily
(Google Life Sciences), San Francisco, USA

*For more faculty profiles, please visit our website: www.digitalacademy.health

Faculty

World's Tallest Leaders

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,
Ciitizen 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)

Dr. Najeeb Al-Shorbaji

President, Jordan Library and Information
Association, President, eHealth Development
Association (Jordan)

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)

Dr. Harry Greenspun

Chief Medical Strategy Officer,
Numan, UK

Prof. Siddharth Arora

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

*For more faculty profiles, please visit our website: www.digitalacademy.health

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 2023 has ranked the institute in the 11th 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 has been established as 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 has played a key role in organizations working on Digital Health and has led many path-breaking initiatives in the field of healthcare. He is the founder of Digital Health Academy™, an SBU of Digital Health Associates Private Limited- an Organization committed to making healthcare affordable, accessible and accountable to the masses.

Dr. Rajendra was 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-2017 and National Education Policy-2020. He was nominated by the World Economic Forum on the Global Agenda Council for Digital Health and 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. He was interviewed and quoted by Harvard Business Review. He was also invited by the National University of Singapore to deliver a TEDx talk.

Dr. Rajendra 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 two global best selling books on healthcare, one of them titled 'Digital Health – Truly Transformational', which is now the international course book for Digital Health in Germany.

Profile of Course Directors

Ms. Mevish Vaishnav

Ms. Mevish Vaishnav is a senior healthcare professional. 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, and the Parliamentary Standing Committee on Health and Family Welfare, Government of India.

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, 2018. 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 in March 2019. She is leading the campaign 'Women for Digital Health' at Health Parliament (An SBU of Digital Health Associates Private Limited). Currently as the Group Chief Operating Officer at Digital Health Associates Private Limited, 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.
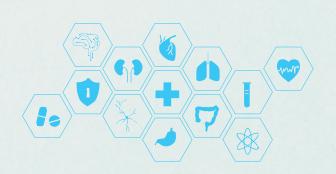
Dr. Jighyasu Gaur

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.

https://admission.iimraipur.edu.in/admission/pgcpdh_application

Please visit www.digitalacademy.health FAQs before applying.

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

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