



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

Batch II

Application Deadline: 15th October, 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 (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.

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 Medical/ Clinical Practice
- ✓ Public Policy & Regulation
- ✓ Digital Health Project Management
- ✓ Marketing & Business Development for Organizations in Digital Health
- ✓ Develop 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.
- Applicants with professional degrees are exempted from the minimum age criteria.

***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:

- ✓ 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

***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.
- 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

- 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 has 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	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

Professor of Dermatology, Harvard Medical School;
Senior Advisor- Virtual Care, Mass General Brigham;
Editor in Chief, npj Digital Medicine



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 (ISrTeH)



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



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. Jay H. Sanders

CEO, The Global Telemedicine Group; Founding
board member of the American Telemedicine
Association where he serves as President
Emeritus



Ms. Reena Sooch

Partner & Global Head of Digital Strategy,
Day One Strategy



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 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.



Batch-I Testimonials



Dr. Sunil K. Khetarpal

Director, Association of Healthcare Providers (India)



I started my journey in Digital Health using EMR, when I joined a corporate hospital 20 years back. Keeping pace with the technology and satisfying my desire and hunger for knowledge, I am privileged to be pursuing 'Post-Graduate Certificate Programme in Digital Health' which has not only helped me enhance my knowledge in Digital Health domain but also made me understand the importance and value of this course which can offer quality and safe care to patients, reduce cost, optimize operational processes, enable faster diagnosis and timely treatment other than improving staff experience and driving efficiency in the healthcare ecosystem.

I extend my gratitude to IIM Raipur and Digital Health Academy for the opportunity given. I am sure this unique start-up course will go a long way in providing career opportunity to professionals and creating experts in the field of Digital Health globally.



Dr. Shalini Agarwal

Professor, Dept. of Radiodiagnosis, Pt. Bhagwat Dayal Sharma, Post Graduate Institute of Medical Sciences, Rohtak



In this VUCA world, we all are trying to keep pace. The world is changing, the boundaries are shifting, and the technology is affecting every aspect of our life. As a healthcare professional, it has become imperative for me to update my knowledge of Digital Health. Post-Graduate Certificate Programme in Digital Health by Digital Health Academy in collaboration with IIM Raipur does just that. I am six months into this course and so far we have been taught the history, building blocks, data sources, ethics, and regulation of Digital Health. We have also been introduced to Digital Health in population health, primary care, and management of chronic diseases. I am looking forward to what lies ahead.



Dr. Maulik Patel

Physician, Divine Life Hospital, Adipur



I would like to share my amazing journey with CDHP Course. The course content is not only comprehensive but also practical and actionable. It provided me with the tools and knowledge needed to excel in my field. The combination of insightful lessons and personalized mentorship is highly commendable. I highly recommend to enroll this course.



Dr. M M Ram Shankar

Sr. Consultant and Professor, Dept. of General Surgery, Army College of Medical Sciences



It was my sheer luck that I came across an ad in the newspaper about the Digital Health programme offered by IIM Raipur & Digital Health Academy and applied for it. Fortunately, I was selected and then it turned out to be a real eye opener course and a game changer in the field of healthcare delivery. Under the eminent leadership of Dr. Rajendra Pratap Gupta, I am sanguine that the team is doing a wonderful job in training the new batch of Digital Health leaders of the country and across the globe. Kudos to the team IIM Raipur & Digital Health Academy once again. I wish them all the success in their future endeavors.



Batch-I Testimonials



Dr. Almas Fatma

Consultant Family Physician, Alcura Family Clinic



I am thrilled to share my experience as a student with the Post-Graduate Certificate Programme in Digital Health by Digital Health Academy & IIM Raipur, a transformative journey that has reshaped my perspective on healthcare and technology. I wholeheartedly recommend it to anyone seeking to pioneer change in the healthcare landscape. I was captivated by the diverse and comprehensive curriculum which has been thoughtfully designed to cover a wide range of topics within the realm of Digital Health. The faculty comprises of renowned experts in both healthcare and technology, who guide us through each module with a perfect blend of theoretical knowledge and practical applications. This course has not only enriched my knowledge but has also opened doors to exciting career opportunities.



Ms. Snigdha Samantray

Head, Speciality of Mental Wellness, Mfine



This course addressed my three primary concerns that I had as a working professional:

- Career upskilling:** this course has been helping me in upskilling my career where I remain up-to-date on the history and latest trends on Digital Health.
- Finance:** the course allows easy no interest monthly EMI's which was such a plus for me to decide to join the course
- Time:** This course is very well structured that allows me to complete the syllabus at my own ease.

I also got a chance to be mentored by the pioneers in the field. It also offers an IIM alumni status that can be another feather in my CV. This is a niche course being the first of its kind in the world and I would highly recommend it.



Ms. Florence Lang Brizel, MSJ

Pharmaceutical and Medical Device Law and Compliance Hippocampus Advisory



I applied to this programme because of the highest-caliber global authorities involved. Through the online format, these international healthcare leaders lecture us in their areas of expertise and then provide their contact information so we can reach out directly. They demonstrate real commitment to us, which produces a rich learning experience. One professor revised her deck and lecture three times before uploading because rapidly changing U.S. laws in just one week affected her content. She wanted to provide us with information as current as possible. The video lectures aren't formulaic, but unique in form and format to each expert. Supplemental readings come from respected academic publications, further enhancing each week's learnings. Students in my cohort engage in robust, real-time interaction on our discussion platform, and knowing I would expand my network of colleagues through participation in this program heavily influenced my decision to apply. This program delivers what it promised: regular interaction with professors and the program's leadership. Dr. Rajendra Pratap Gupta repeatedly has stated he started it to create new leaders in Digital Health. He has demonstrated his commitment to achieving this through frequent and meaningful interactions with us. It's a once-in-a-lifetime opportunity.



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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