

Course Schedule

Grow your physician and patient's empowerment expertise as you work through the weekly modules of this online program.

WEEK 1	<ul style="list-style-type: none">• Welcome to your Online Campus
WEEK 2	Defining Patient Empowerment in The Digital Era and The Physician's Empowerment Process <ul style="list-style-type: none">• Defining patient empowerment• Patient empowerment as a process: creating and capturing value• The role of physicians in patient empowerment• Physicians reluctance to engage with technology
WEEK 3	Developing A Clear and Sustainable Digital Strategy <ul style="list-style-type: none">• A Simple Model of the Digital Health Strategy Process• Listening to physicians: how behavioral analytics and social media fuel more personalized communication (online market research & web listening)
WEEK 4	Developing A Clear and Sustainable Digital Strategy <ul style="list-style-type: none">• Data strategy to gain physician insights for better decision making• Adoption and diffusion of new digital tools
WEEK 5	Actions and Tools to Help Physicians Empower Their Patients <ul style="list-style-type: none">• Patient empowerment: a process and an outcome• Introducing evidence based digital tools• Creating the right setting to promote physicians' empowerment

Synchronous meetings will happen each Wednesday at 6-8 pm CET.

Course Schedule could change based on the class mix and participant's education needs, local times at the start of the program.