AHED - Advanced Health Education
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DIGITAL HEALTH

KEY KNOWLEDGE IN DIGITAL HEALTH IMMERSION COURSE

3rd Edition

DIGITAL HEALTH / KEY KNOWLEDGE IN DIGITAL HEALTH IMMERSION COURSE

3rd Edition

COURSE COORDINATORS >> Micaela Seemann Monteiro, MD
Jefferson Gomes Fernandes, MD, MSc, PhD, MBA

COURSE PRESENTATION

Digital is revolutionizing health. It opens up unprecedented opportunities for citizens, governments and businesses. The objective of this course is to provide key knowledge and experiences for leading professionals to become agents of digital health transformation.

It aims to empower professionals working in the healthcare field as architects of the next generation health journey. This is a journey where human and digital touchpoints will integrate in a meaningful way and will thereby generate true value for patients, professionals, organizations, health systems and society.

Carefully selected content and faculty with extensive field experience, will bring a pragmatic and real-world view to the course. A variety of hybrid teaching methodologies with practical components seek to bring a differentiated dynamic to the course, with situations where students can interact with each other.

LEARNING OBJECTIVES >> *KNOWLEDGE AND SKILLS TO DEVELOP*

- >> **To know present and future healthcare challenges and its impact in access to health and sustainability**
- >> **To know the main health trends in the digital age and to understand how they can address healthcare challenges**
- >> **To know the different dimensions of digital health and to understand its roles in the construction of the continuity of healthcare.**
- >> **To be able to identify and to define the value proposition of digital health in its different dimensions**
- >> **To understand the concepts of a hybrid "health journey"**
- >> **To acquire basic skills in building a hybrid "health journey"**
- >> **To learn how to meaningfully integrate digital health into the continuity of healthcare**
- >> **To learn about legislation and regulation in digital health**
- >> **To understand ethical challenges of the digital era**
- >> **To be aware of the challenges and opportunities of digital health transformation**
- >> **To learn about successful criteria for evaluating investments in healthcare start-ups**
- >> **To understand the business scenario for digital health therapeutics.**

TARGET AUDIENCE

Clinical leaders (healthcare professionals) who wish their patients to take advantage of digital health

Managers and directors who want to create value for their organizations and clients, private or public – leveraged by digital health

Professionals involved in the health field (IT, Law, Pharma, Medtech, etc)

Investors and Entrepreneurs

ADMISSION CRITERIA

CV

ATTENDANCE REQUIREMENTS

For attendance certification as well as awarding CME credits and/or ECTS it is mandatory to complete:

- >> 80% attendance
- >> Evaluation

MAX. ATTENDEES >> 40

DURATION >> 16 HOURS

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AGENDA

2025 / MAY

MAY 20th
8:30 am – 6:45 pm
Location: AHED – Health Campus

>> **Opening Session**

>> **Healthcare Challenges**
Present and future healthcare challenges
Impact on access to health
Impact on sustainability

>> **Applications**

>> **Generative AI in Health**
Generative AI
State-of-the-art: capacities and limitations
Transformative role of AI and its ability to generate new revenue opportunities
Understanding the implications of new AI solutions for digital health and business strategies
Possible futures

>> **Navigating the Legislation and Regulation of Digital Health**
SaaMD
GDPR
EU-MDR
EU AI Act

>> **Digital Transformation in Healthcare: Innovation with Purpose**
Contribution of innovative technologies and AI in shifting from a "sick care" system to a "healthcare" one
Digital health in the continuity of care, chronic disease management, self-care, and promotion of a healthy lifestyle and longevity.
Generating evidence for digital solutions through clinical research for the support of physicians in diagnostic and therapeutic decisions.

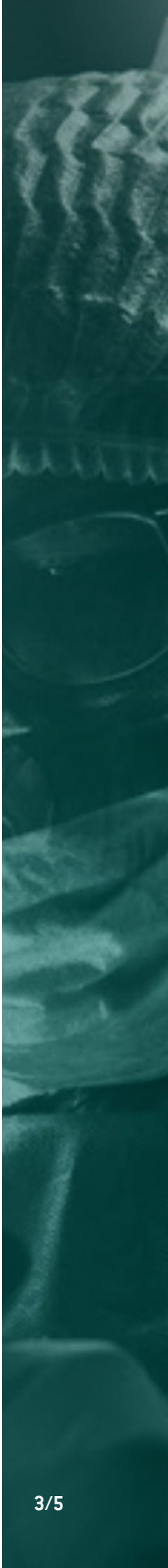
MAY 21st
8:30 am – 6:45 pm
Location: AHED – Health Campus

>> **The job to be done: Digital Health Value Proposition**
Concept of value proposition
Value proposition from the perspective of different health stakeholders
Value map of digital health
Exercise

>> **Crafting a seamless Hybrid Health Journey**
Concept of hybrid health journeys
Building blocks
Real world example

>> **Key elements of success for investments in health techs**
Scientific evidence reviews
Raw data and real-world data analysis
Digital Therapeutics
Medical and economic impact prediction
Digital health business model and market access
International scaling potential

>> **Challenges in Digital Health Transformation Panel Discussion**



FACULTY

- >> Ana Rita Londral, Electrical Eng, PhD
- >> André Carreiro, BioMed Eng, PhD
- >> Andreas Keck, MD
- >> David Magboule, BSc
- >> Jefferson Fernandes, MD, MSc, PhD, MBA
- >> João Pedro Marques, MD, PhD
- >> José Bastos, BSc
- >> Luís Campos, MD, MScFACP (HON)
- >> Micaela Seemann Monteiro, MD
- >> Pedro Mauricio, MSc Pharmaceutical Sciences

INDUSTRY PARTNERSHIPS >>

Medtronic

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APPLICATION DEADLINE >>

MAY 10th 2025

TOTAL COST >> 750€

Application fee: 50€
Tuition fee: 700€
VAT exempted
Application fees are non-refundable*

Secure your spot!
Apply **HERE!**

INCLUSIONS AND EXCLUSIONS IN PRICE

The price published for each course includes coffee breaks, teaching fees, space rental, certificate of attendance, and materials used during the course. The price of the course doesn't include hotel accommodation, lunches and dinners on course days, nor any other items unless specifically mentioned. Prices of courses published by AHED are exempted of VAT. Other items priced by AHED apart from courses may however include VAT.

APPLICATION, ADMISSION AND REGISTRATION

When applying for a course at AHED - Advanced Health Education, the applicant agrees to subject personal and professional data. This data will be verified and assessed to check that the applicant meets the admission criteria for the specific programme.

Once an application is approved, the participant is admitted and payment of the tuition fee will be required to complete the registration.

COURSE REGISTRATION FEES

The registration stage is considered completed when the total price of the course is received by AHED.

PAYMENT OPTIONS

Payment options for application and registration include credit card (Visa, MasterCard), wire transfer in Euro, and Multibanco.

EARLY BIRD

*Application fees will be discounted from the course price for registrations completed 90 calendar days before the date of the course.

For additional information, please go to in Terms and Conditions at ahed.pt

DGERT ENTIDADE FORMADORA CERTIFICADA

AHED – Advanced Health Education has received certification from DGERT as an education provider for all training programs for health care professionals. Courses, procedures and practices are in accordance with training quality standards.