

Healthcare Innovation & Technology (HIT) Certificates

LIMITED NUMBER OF PLACES AVAILABLE



5 DAYS EACH
(40 HOURS approx.)



100% IN-PERSON FORMAT
EDHEC PARIS CAMPUS



ELIGIBLE FOR
CPF FUNDING

Gain the skills and tools to become a transformational leader in the rapidly evolving health sector through immersive, hands-on learning. These programs are designed to empower and motivate you to drive meaningful change in healthcare and make a lasting impact on your organization and career. Choose the programme that best fits your goals or enrol in all three:

- **Certificate in Healthcare Strategy and New Game Changers in Health & Leading Health Innovation in the Digital Age**
- **Certificate in Data and Artificial Intelligence in Healthcare & Medical Device Diagnostics**
- **Certificate in Value-based Healthcare & Healthcare Financing and Financial Management**

Loick MENVIELLE, PhD
Director of the EDHEC Chair
of Management in Innovative Health



OVERVIEW

Created by the **EDHEC Chair of Management in Innovative Health**, featuring insights from leading experts in digital health

Integrates academic excellence and industry expertise **with hands-on learning** for immediate, real-world impact

5-day intensive programme: enhance your expertise and build strategic connections

Part of the **Healthcare Innovation & Technology Track**, offering three cutting-edge certificates

Belonging to the **EDHEC Executive MBA**

ABOUT EDHEC BUSINESS SCHOOL

Fully international and directly connected to the business world, EDHEC is a school for business, where excellence in teaching and research focuses on innovation to stimulate entrepreneurship and creativity.

7th
Business School
in Europe
Financial Times 2024

5th
worldwide for
Open programmes
Financial Times 2024

14th
worldwide for Executive
Custom programme
Financial Times 2024

TOP 50
Executive MBA
worldwide
Financial Times 2024



Tuition fees*

1 CERTIFICATE	2ND CERTIFICATE	3RD CERTIFICATE
€3,900 (incl.VAT) €3,250 (excl. VAT)	-15% €3,300 (incl.VAT) €2,750 (excl. VAT)	-30% €2,700 (incl.VAT) €2,250 (excl. VAT)

Funding solutions and reductions*

This programme is **eligible for France's CPF** training scheme (Compte Personnel de Formation).

EDHEC supports you at every stage of your training project, offering **funding solutions** tailored to your individual profile.

- Option for staggered payments.
- Business rate available for groups of 2 or more participants.
- Specific rates for EDHEC alumni.

Please contact us to find out more.



Certificate in Healthcare strategy and New game changers in Health & Leading health innovation in the digital age

HEALTHCARE INNOVATION & TECHNOLOGY (HIT) TRACK

LIMITED NUMBER OF
PLACES AVAILABLE

Elevate your expertise in the dynamic intersection of strategy, healthcare and digital innovation

In this immersive 5-day program, explore cutting-edge Health Care Strategy and New Game Changers in Health, along with Leading Health Innovation in the Digital Age.

The program explores the motivations behind organizations' adoption and implementation of technologies through the lens of the Quintuple Aim. **You will develop skills to identify and evaluate global opportunities and deploy digital health solutions through practical**, hands-on business cases. You will delve into the design thinking process for digital health innovation, emphasizing stakeholder engagement and the iterative, human-centered design approach. You will discover all stages to launch a digital solution: rapid prototyping, testing, validation and key implementation factors. This course blends theory with practice, empowering you to lead transformative changes and drive value in today's evolving healthcare environment.



HEALTH CARE STRATEGY AND NEW GAME CHANGERS IN HEALTH

- **Technological impact Analysis:** Acquire ability to analyze and interpret how emerging technologies—such as robotics, artificial intelligence, and digital health platforms—are reshaping the healthcare ecosystem
- **Opportunity Identification:** Learn to spot and seize high-impact opportunities in the global healthcare landscape, understanding the roles of various stakeholders in creating strategic value.
- **Practical Application:** Gain hands-on experience through real-world projects, applying your knowledge to deploy digital health solutions and address sector-specific challenges.



LEADING HEALTH INNOVATION IN THE DIGITAL AGE

- **Design Thinking Excellence:** Master design innovations thinking for digital health, including problem definition, human-centered design, and rapid prototyping, to develop cutting-edge health solutions.
- **Stakeholder Engagement:** Develop skills to effectively engage stakeholders, ensuring their needs are met and securing support for innovative healthcare initiatives.
- **Innovation Implementation:** Understand key factors for successfully implementing digital health innovations, overcoming obstacles, and demonstrating their transformative value in real-world settings.



HANDS-ON EXPERIENTIAL LEARNING

- **Develop your Leadership:** The program will empower and motivate you to actively contribute to changes in the health sector. This experience, both individual and collective, will inspire you to set higher personal goals. As a result, the program supports career advancement, professional mobility, and even the creation or acquisition of a business.
- **Learn through practice:** Action drives learning. Throughout the program, you will apply your skills and leadership through case studies and business simulations. These action learning activities reinforce the curriculum, enabling you to immediately see the relevance and real-world application of your knowledge.

Application

CONTACT US BY EMAIL: INNOVATIVE-HEALTH@EDHEC.EDU

Certificate in Data and Artificial Intelligence in Healthcare & Medical Device Diagnostics

HEALTHCARE INNOVATION & TECHNOLOGY (HIT) TRACK

LIMITED NUMBER OF PLACES AVAILABLE

Elevate your expertise in the dynamic intersection of strategy, healthcare and digital innovation

In this 5-day immersive program, explore the transformative impact of Data and Artificial Intelligence in Healthcare alongside the latest advancements in Medical Device Diagnostics. Discover how **AI and data analytics are revolutionizing healthcare through predictive analytics, personalized medicine, and decision support systems**, enhancing patient outcomes and operational efficiency.

The program also highlights **cutting-edge developments in medical diagnostics**, including innovations in diagnostic tools, wearable technology, and real-time monitoring. You will learn how these advancements are improving diagnostic accuracy, streamlining workflows, and supporting proactive care strategies. You will engage in hands-on case studies, applying theoretical knowledge to real-world scenarios. Interactive sessions will address implementation challenges, regulatory considerations, and ethical implications, equipping you with the skills to advance healthcare through data, AI, and diagnostic technologies.



DATA AND ARTIFICIAL INTELLIGENCE IN HEALTHCARE

- **Advanced Digital Proficiency:** Develop a deep understanding of how AI and data science can revolutionize patient care, optimize workflows, and improve diagnostic accuracy.
- **Strategic Marketing Mastery:** Learn to create data-driven marketing strategies with a focus on measurable outcomes, ensuring impactful healthcare initiatives.
- **Ethical and Practical Application:** Gain insights into the real-world applications and ethical considerations of AI in healthcare, preparing you to navigate complex challenges confidently.



MEDICAL DEVICE & DIAGNOSTIC

- **Market and Innovation Insights:** Understand the latest trends and advancements in medical devices and diagnostics to stay competitive and identify future innovations.
- **Industry Challenge Evaluation:** Assess factors influencing innovation, including cultural, regulatory, and cost considerations, to navigate the complexities of the medical device sector.
- **Strategic E-Health Impact:** Leverage knowledge of medical devices and diagnostics to enhance E-health solutions and patient care, aligning with global industry needs.



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Certificate in Value-based Healthcare & Healthcare Financing and Financial Management

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Elevate your expertise in the dynamic intersection of strategy, healthcare and digital innovation

In this 5-day immersive program, delve into Value-Based Healthcare and Healthcare Financial Management, where you will explore innovative strategies reshaping the industry. **Gain essential insights into transitioning from volume-based to value-based care models, focusing on aligning financial incentives with patient outcome and care quality.** The program covers critical concepts such as care delivery models, outcomes measurement, and cost management. You will develop skills in assessing and implementing value-based payment models, optimizing resource allocation, and driving financial sustainability amidst evolving healthcare dynamics. You will also explore the financial aspects of healthcare management, leveraging data analytics for forecasting, budgeting, and performance measurement. Through hands-on case studies, you will address global trends, strategic investments, and financial planning, while engaging in design thinking to innovate financial strategies and ensure regulatory compliance and risk management.



HEALTHCARE FINANCING AND FINANCIAL MANAGEMENT

- **Core Financial Knowledge:**

Build expertise in corporate finance principles specific to healthcare, enhancing your ability to make informed financial decisions.

- **Strategic Financial Skills:**

Navigate healthcare finance challenges, business models, and value creation in financing and M&A, preparing for strategic financial roles.

- **M&A Process Understanding:**

Gain crucial insights into the mergers and acquisitions process and the importance of due diligence, essential for managing financial transactions effectively.



VALUE-BASED HEALTHCARE (VBHC)

- **Comprehensive Understanding of VBHC:**

Learn the principles of Value-Based Healthcare, focusing on improving patient outcomes and cost efficiency in healthcare systems.

- **Stakeholder Perspective:**

Explore VBHC from multiple perspectives, understanding its implications for patients, providers, and payers in the evolving healthcare landscape.

- **Strategic Leadership in Healthcare:** Equip yourself with the skills to lead value-driven initiatives that enhance healthcare delivery, challenging traditional models and driving innovation in the industry.



HANDS-ON EXPERIENTIAL LEARNING

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