

DURATION

5 modules - 20 days over 12 months

Part-time study program: compatible with a professional activity

DEGREE

Certificate of Advanced Studies (CAS)

in Transnational Healthcare Management, University of Bern.

In cooperation with the French School of Public Health (EHESP)

(F), Edge Hill University (GB), the University of Bayreuth (D)

MODULES

Module 1: 18 - 22 March 2024, Bern (CH)

Module 2: 3 - 7 June 2024, Rennes (FR)

Module 3: 23 - 27 September 2024, Bayreuth (D)

Module 4: 18 - 22 November 2024, Ormskirk (GB)

Module 5: Integrated throughout the modules

LANGUAGE

English

VALIDATION

12 - 15 ECTS

CANDIDATES

Healthcare Managers and Executives, Researchers, Doctors, Pharmaceutical Executives, Leaders in the Health Industry, Health Policy Makers, Health Leaders in Promotion and Prevention, ...

Min. 12 to max. 22 participants

TUITION FEES

EUR 9.900

incl. course material, lunch and break refreshments ;

excl. accommodation and travel expenses

REGISTRATION

For more information, please email:

➔ catherine.keller@ehesp.fr & mary.crozier@ehesp.fr

To apply for this course, please email:

➔ info-mig@rw.unibe.ch

Registration deadline:

➔ 16 February 2024

formation-continue.ehesp.fr



Contact us |



MODULE LEADER

Pr. Catherine KELLER, Hospital Manager, Director of the Institute of Management, French School of Public Health: catherine.keller@ehesp.fr

MODULE COORDINATOR

Mary CROZIER, International learning and development manager, French School of Public Health: mary.crozier@ehesp.fr

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TRANSNATIONAL HEALTHCARE MANAGEMENT

CERTIFICATE OF ADVANCED STUDIES

IN COLLABORATION WITH:

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**UNIVERSITÄT
BERN**



Edge Hill
University



UNIVERSITÄT
BAYREUTH

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- **Qualifying leaders** in the transnationalization of healthcare
- Combining **theoretical foundations** with **expert knowledge**
- Delivered by **universities in four participating European countries**
- **Work shadowing** in Switzerland, England, Germany and France
- **Part-time study program: 100% compatible with a professional activity**
- **Face-to-face and online teaching**

 **5 modules
2024**



Switzerland
France
Germany
England



March 2024
June 2024
September 2024
November 2024



GOALS

During this course, you will:

- build a well-rounded understating of health care organizational structures in each member state
- develop local, national, and international health management strategies
- gain academic expertise in public health, health law, policies, and economics
- gain theoretical and practical knowledge in the leadership and management of national and international healthcare organizations
- collaborate with participants on real-life situations from around the globe, while pursuing a professional activity



HEAD OF STUDIES

Prof. Dr. Christoph A. Zenger

Center of Health Law and Health Care Management,
University of Bern

MODULE LEADERS

Dr. Axel Kaehne

Medical School, Edge Hill University
Ormskirk, England

Prof. Catherine Keller

Hospital Manager, Director of the Institute of
Management, French School of Public Health,
Rennes, France

Prof. Dr. Volker Ulrich

Chair of Public Finance, University of Bayreuth
Germany

Prof. Dr. Christoph A. Zenger

Center of Health Law and Health Care Management,
University of Bern, Switzerland



TRAINING STRATEGY

Real-life examples

Transnational project work focusing on the
participant's area of interest/expertise

Transnational group projects

Peer-to-peer learning

Coaching

Theory-based and critical reflection Self-study and
on-campus lessons



REQUIREMENTS FOR ADMISSION

University degree and experience in
a professional and/or health-related
management role.

Good oral and written skills in the
English language

PERFORMANCE RECORD

Participation in modules, project work
(documentation, presentation, and
project submission)

«TRANSNATIONAL
AND TRANSCULTURAL
EXCHANGE AT ITS BEST.»

MODULE 1 – RISING AWARENESS OF STRUCTURAL HEALTHCARE CONTEXTS (HEALTH LAW & POLICY)

The module provides an insight into the peculiarities of legislation and jurisprudence, into key aspects of the interplay between health system-related EU law and national legislation of members and non-member states, the mechanism of political processes, and the problem of system comparisons. Challenges for management and leadership due to diverging national legal frameworks, using examples from inpatient and outpatient healthcare, drug distribution and dispensing, health insurance, etc. from a theoretical and practical perspective.

By the end of this module, students will

- have a robust knowledge of the main parameters of health law and policy
- have a good understanding of what health law is and how the policy cycle works
- have detailed knowledge of healthcare systems in an international and legal context
- understand the influence of law on leadership and healthcare management
- know the main parameters of EU health law and the law of member and non-member states
- understand the importance of considering country-specific legal requirements in the decision-making process
- have a good understanding of the relevant international legal requirements in the Swiss health law system

5 days • 18-22 March 2024 - Bern (Switzerland)

MODULE 3 – LEADERSHIP & MANAGEMENT IN THE HEALTHCARE ORGANISATIONS (HEALTH ADMINISTRATION)

The module aims to provide an overview of the healthcare sector in the UK through the lens of NHS management and governance practice. The module will also provide a critical and evaluative perspective on leadership theories, styles, and approaches in the context of strategic change management in health systems, the emerging equality, diversity, and inclusion agenda and facilitate learning necessary for management expertise and skills related to integrated care models and patient-centred care.

By the end of this module, students will

- have a robust knowledge of the main parameters of health and social care service planning, commissioning, and delivery in England
- have a good understanding of the regulatory and equality, diversity and inclusion policy context of NHS England
- have detailed knowledge of strategic change management and leadership approaches in health systems
- be able to critically appraise health service delivery through the lens of patient experiences using patient journey tools and patient-centred care models
- have an understanding of the aspects and dimensions of integrated care in health systems

5 days • 23-27 September 2024 - Bayreuth (Germany)

MODULE 5 – PROJECT WORK

The participants work individually or in groups on real-life examples, from, or relating to, their area of expertise. In doing so, participants implement theoretical expertise and practical knowledge gained from modules 1-4. We encourage project work to be conducted in groups of participants from different countries.

By the end of this module, students will

- design, methodically clarify, plan, implement, and complete a project
- have written and presented a project paper, including the findings and conclusions gained

Integrated though modules 1-4

MODULE 2 – FINANCING & COST-EFFECTIVENESS IN HEALTHCARE (HEALTH ECONOMICS)

The module aims at providing key insights into the field of European health economics, health efficacy, health policy, and health research. Questions are related to the allocation of healthcare resources, models of integrated care, and payment systems for health services. The module will also look at international and country-specific perspectives and applications.

By the end of this module, students will

- have a robust knowledge of the main economic tools and their transferability to different healthcare systems
- know the basic approach of measuring the quality of life; calculating and analyzing the cost-effectiveness of health economics
- have a good understanding of the importance of asymmetric information in healthcare
- understand basic differences between pay-as-you-go and funding
- have an understanding of the aspects and dimensions of sustainability in healthcare and health inequalities
- know the most important financial management tools
- be able to apply methods of cost accounting and management systems
- understand performance controlling and value creation in healthcare
- benefit from the understanding of the interdependencies between controlling, decision making, and organizational dimensions

5 days • 3-7 June 2024 - Rennes (France)

MODULE 4 – HOW TO INTEGRATE MANAGEMENT AND PUBLIC HEALTH (MANAGEMENT & PUBLIC HEALTH)

The module aims to provide an overview of the healthcare sector in France through the lens of government policy, state-owned bodies, and healthcare providers. The module will also provide a critical and evaluative perspective on theories, models, strategies, and methods in public health management. This module will also cover the environmental influence on healthcare and management.

By the end of this module, students will

- have a robust knowledge of the main concepts and methods involved in Public Health.
- be able to critically appraise different models, strategies, and concepts
- understand the importance of environmental factors on healthcare bodies and management
- have an understanding of how to make the healthcare system «greener»

5 days • 18-22 November 2024 - Ormskirk (England)

COVID COMPLIANCE

Due to the pandemic and subject to official regulations, individual modules may be carried out virtually/remotely or postponed