Advanced Telemedicine and Digital Health Strategy Training Course



21 - 25 Dec 2026

Lisbon

4500 € (Per Person)

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Course Introduction / Overview:

The global healthcare landscape is undergoing a profound digital transformation, with telemedicine and digital health strategies at its core. This shift from traditional to virtual care models is no longer an option but a strategic imperative for modern healthcare organizations seeking to enhance patient access, improve clinical outcomes, and optimize operational efficiency. This course provides a comprehensive A to Z roadmap for successfully planning, implementing, and managing robust digital health initiatives. As visionary author Dr. Eric Topol discusses in his influential book, "The Patient Will See You Now," the power is shifting to the patient through technology, and providers must adapt. This program, offered by BIG BEN Training Center, moves beyond theoretical concepts to deliver practical, actionable insights. Participants will explore the entire lifecycle of telemedicine implementation, from initial needs assessment and strategic alignment to technology selection, workflow integration, regulatory compliance, and scaling for future growth. We will delve into critical success factors, including patient engagement, data security, and navigating the complex reimbursement environment, ensuring you are equipped to lead your organization's digital health evolution with confidence and strategic foresight.

Target Audience / This training course is suitable for:

- Healthcare Administrators and Executives.
- Clinical Directors and Department Heads.
- Physicians and Nurse Practitioners leading digital initiatives.
- Healthcare IT Managers and Professionals.
- Project Managers in the healthcare sector.
- Health Policy Analysts and Consultants.
- Entrepreneurs in the health-tech industry.
- Practice Managers and Operations Leaders.

Target Sectors and Industries:

- Hospitals and Health Systems.
- Private Medical Practices and Clinics.
- Insurance and Payer Organizations.
- Pharmaceutical and Life Sciences Companies.
- Health Technology and Software Vendors.
- Public Health Organizations and Government Health Agencies.
- Long-Term Care and Home Health Agencies.
- Management Consulting Firms specializing in healthcare.

Target Organizations Departments:

- Information Technology (IT) and Digital Transformation.
- Clinical Operations and Patient Services.
- Strategy and Business Development.
- Finance and Revenue Cycle Management.
- Compliance and Legal Affairs.
- Quality Improvement and Patient Safety.
- Marketing and Patient Engagement.
- Human Resources and Training.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive digital health and telemedicine strategy aligned with organizational goals.
- Conduct a thorough needs assessment to identify opportunities for virtual care implementation.
- Evaluate and select appropriate telemedicine technologies and platforms.
- Design and integrate new clinical workflows for virtual consultations and remote monitoring.
- Navigate the complex legal, ethical, and regulatory landscape of digital health.
- Create robust policies for patient data privacy and cybersecurity in telehealth.
- Develop effective strategies for patient and provider adoption and engagement.
- Analyze the financial viability and return on investment (ROI) of telemedicine services.
- Establish key performance indicators (KPIs) to measure the success of digital health programs.
- Lead change management processes to ensure a smooth transition to virtual care models.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical, ensuring that participants can immediately apply their learning. This course utilizes a blended approach that combines expert-led presentations with dynamic, hands-on activities. We will move beyond lectures to engage participants in real-world case study analyses of successful and failed telemedicine implementations, fostering critical thinking and strategic problem-solving. Interactive group discussions and workshops will encourage peer-to-peer learning and the sharing of diverse experiences. Participants will work in teams on a capstone project to develop a mock telemedicine implementation plan, from strategy to execution. Practical exercises will cover key areas such as technology assessment, workflow mapping, and ROI calculation. Continuous feedback from the instructor and peers is a core component of the learning process, ensuring a deep and lasting understanding of the material. The focus is on building tangible skills and strategic competence, empowering attendees to lead digital health initiatives effectively within their own organizations.

Course Agenda (Course Units):

Unit One: Foundations of Digital Health and Telemedicine

- Introduction to the digital health ecosystem.
- Defining telemedicine, telehealth, and virtual care.
- Historical evolution and current market trends.
- Key drivers for digital health adoption.
- Core benefits for patients, providers, and payers.
- Common challenges and barriers to implementation.
- The role of digital health in population health management.
- Global perspectives on telemedicine adoption.

Unit Two: Strategic Planning for Digital Health Integration

- Conducting an organizational readiness and needs assessment.
- Aligning digital health initiatives with business objectives.
- Developing a strategic roadmap and vision.
- Defining scope, goals, and key performance indicators (KPIs).
- Building a compelling business case and ROI analysis.
- Stakeholder analysis and engagement strategies.
- Change management principles for digital transformation.
- Competitive analysis of the digital health landscape.

Unit Three: Technology and Implementation of Telemedicine Services

- Overview of telemedicine technologies and platforms.
- Criteria for selecting the right technology vendor.
- Infrastructure requirements for telehealth services.
- Integrating telemedicine into existing Electronic Health Records (EHR).
- Designing and optimizing clinical workflows for virtual care.
- Remote Patient Monitoring (RPM) systems and wearables.
- Mobile health (mHealth) applications and patient portals.
- Ensuring interoperability and data exchange standards.

Unit Four: Operational Management and Regulatory Compliance

- Establishing clinical protocols and guidelines for virtual care.
- Training and credentialing providers for telemedicine.
- Strategies for patient onboarding and technology literacy.
- Marketing and promoting telehealth services.
- Navigating HIPAA, GDPR, and data privacy regulations.
- Understanding licensure, credentialing, and legal considerations.
- Telemedicine reimbursement models and billing codes.
- Ensuring quality assurance and continuous improvement.

Unit Five: Scaling, Innovation, and the Future of Digital Health

- Developing a strategy for scaling telemedicine programs.
- Leveraging data analytics and business intelligence for insights.
- The role of Artificial Intelligence (AI) and Machine Learning in digital health.
- Exploring emerging technologies like VR/AR and blockchain.
- Addressing digital health equity and the digital divide.
- Building a culture of continuous innovation.
- Future trends and predictions in virtual care.
- Final project presentations and course wrap-up.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

As digital health solutions become more integrated, how can healthcare organizations ethically balance data-driven efficiency with the preservation of the human element in patient care?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond a purely technical or operational focus to a deeply strategic one. While many programs teach the "what" of telemedicine, we concentrate on the "why" and "how" of successful, sustainable implementation. Our curriculum is built around a strategic framework that integrates business planning, change management, and clinical workflow redesign, recognizing that technology is only one piece of the puzzle. We place a significant emphasis on real-world application, using a case-study-based approach that dissects complex scenarios and challenges faced by actual healthcare organizations. This allows participants to learn from both successes and failures in a controlled environment. Furthermore, the course is forward-looking, dedicating substantial time to emerging trends like AI in diagnostics, data analytics for population health, and strategies for scaling pilot projects into enterprise-wide solutions. The academic rigor is balanced with practical, actionable tools, ensuring participants leave not just with knowledge, but with a strategic roadmap and the leadership skills to drive meaningful digital transformation in their own institutions.