

# THE CANADIAN MEDICAL DEVICE INDUSTRY ONLINE CERTIFICATE



- **ENHANCE MANAGEMENT EFFECTIVENESS**
- **BUILD HEALTH CARE SYSTEM KNOWLEDGE**

Developed jointly by MEDEC and Humber for the Canadian medical device industry, the online certificate program is designed for entry to mid-level employees who are new to an organization in Canada's medical device and technology industry, or as a refresher for seasoned employees.

Individuals involved in sales, marketing, government relations or finance roles gain facts, data and perspective on current and future issues and trends that can immediately be applied to enhance management effectiveness and build health-care system knowledge.

- Interactive online courses developed and led by industry experts including MEDEC Committee Members, Humber School of Health Sciences faculty, and specialty content experts.



# The Canadian Medical Device Industry Online Certificate

## Build Industry Specific Awareness, Knowledge and Understanding

### Giving You the Flexibility and Accessibility You Need

You set the schedule for when and where your learning and development occurs. Following a developed course outline, students have easy web access to all course materials and requirements.

- Study and learn anytime
- Learning while traveling is easy
- Network with industry peers across the country
- Participate in instructor-guided electronic discussions
- Deepen understanding from direct exposure to other functional perspectives
- Enhances all forms of organizational training and development programs easily and cost effectively

### Provide Value to Your Company and Customers

Participants gain valuable insight and practical experience with information that allows them to increase their understanding, competency and professionalism required in today's dynamic, health-care marketplace.

### Be Recognized as an Industry Expert

By understanding human anatomy and what impacts health as well as having an awareness of funding, key decision-makers, procedures and processes, participants will enhance their interactions with customers and be more successful in selling or managing in Canada's medical technology industry.



### Key Learning Topics in the Program

#### Compulsory Courses:

##### Canada's Health-Care System Part 1 & 2 (30 credit hours each)

Provides a solid understanding of key decision-makers within the health system, the multi-layered components of health-care delivery, funding mechanisms and how new technology is introduced to the Canadian market.

#### Elective Courses:

##### Basic Anatomy and Physiology (15 credit hours)

Covers common terminology and the structure and function of body systems.

##### Health-Care Procedures, Instrumentation and Devices (30 credit hours)

Introduces common procedures and medical devices used in various health-care settings.

##### Risk Management in Health-Care (15 credit hours)

Explores current practices for managing risk, improving quality, and protecting patient and employee safety.

##### Marketing Devices in Canada (15 credit hours)

Explains the marketing mix and its role in developing company strategies within the parameters of government and environmental influences unique to the medical technology industry.

### 2010-2011 COURSE DATES

#### Fall 2010

Canada's Health-care System - Part 1 (\$570)

September 14 - November 16

Canada's Health-care System - Part 2 (\$570)

September 15 - November 17

Anatomy and Physiology (\$290)

November 18 - December 16

Marketing Devices in Canada (\$290)

November 18 - December 16

#### Winter 2011

Canada's Health-care System - Part 1 (\$570)

January 11 - March 15

Canada's Health-care System - Part 2 (\$570)

January 13 - March 17

Risk Management (\$290)

March 17 - April 14

#### Spring 2011

Health-care Procedures (\$570)

April 21 - June 23

*\* MEDEC Members are entitled to a rebate.*

*\* A minimum of 90 credit hours are required to complete the certificate. For a more detailed program outline, visit [www.humber.ca](http://www.humber.ca) search word MEDEC*

### For more information

#### Contact Humber directly

Tel: 416.675.6622 x4139 or email: [medicaldevice@humber.ca](mailto:medicaldevice@humber.ca)

#### MEDEC Members contact MEDEC directly

Tel: 416.620.1915 x236 or email: [d gates@medec.org](mailto:d gates@medec.org)