

## SPECIALIZED CERTIFICATE IN DIGITAL HEALTH

Digital Health Business and Commercialization Strategies Course Overview  
 Summer 2021 June 21, 2021 - August 13, 2021

### INSTRUCTOR INFORMATION

Curriculum for the course is led by Ramin Rafiei, Ph.D., Senior Digital Healthcare Executive  
 Daniel Haders II, Ph.D, Managing Director Healthcare Tech, Nex Cubed

### COURSE DESCRIPTION AND GOALS

This program will walk medical practitioners, entrepreneurs, investors and industry executives through detailed modules that break down the business of digital health in a way that is actionable. This includes examining how to build a business that adds value to the industry, exploring ways to incentivize the many different stakeholders, strategies for navigating regulatory hurdles, ways to differentiate yourself in the market, and how to get funded. We also study industry successes and failures and examine how ultimately business models drive new behaviors, while technology facilitates these behaviors.

### AUDIENCE

Course Intended for professionals and practitioners with a background or interest in digital healthcare technology, digital disruption, entrepreneurship, public health, engineering and regulatory affairs.

### COURSE OVERVIEW

This course has 7 sessions presented in a 100% online format in the [UCSD Extension Canvas Platform](#).

Lecture 1: Welcome to the Course and Evaluation Framework Instructor: Ramin Rafiei, Ph.D., Senior Digital Healthcare Executive	Week 1: June 21st
Lecture 2: Macro Market Forces Driving the Adoption of Digital Health Solutions Instructor: Ramin Rafiei, Ph.D., Senior Digital Healthcare Executive	Week 2: June 28th
Lecture 3: Healthcare Policy: How Policy Influences Business Decisions in Digital Health Instructor: Chelsea Williams, Manager of Digital Medicine Solutions at SHL Medical	Week 3: July 5th
Lecture 4: The Perfect Pitch: Strategies for Attracting Healthcare Venture Capital Instructor: Daniel Haders II, Ph.D, Managing Director Healthcare Tech, Nex Cubed	Week 4: July 12th
Lecture 5: From Seed to Scale: The ABC of Digital Healthcare funding Instructor: Daniel Haders II, Ph.D, Managing Director Healthcare Tech, Nex Cubed	Week 5: July 19th
Lecture 6: Digital Health Commercialization Strategies and Go-To-Market Planning Instructor: Ramin Rafiei, Ph.D., Senior Digital Healthcare Executive	Week 6: July 26th
Lecture 7: Course Summary Instructor: Ramin Rafiei, Ph.D., Senior Digital Healthcare Executive	Week 7: August 2nd

### COURSE ASSIGNMENTS AND ARTIFACT

Weekly Discussion prompts examine topics related to the current innovation landscape and emerging initiatives in digital healthcare. Interact with fellow learners to build new skills and tools for entrepreneurship in Digital Health. Develop a Digital Health Technology Review or Novel Go-To-Market Strategy as a final project and course artifact.