



South  
Mediterranean  
University  
MSB . MedTech . LCI

[www.smu.tn](http://www.smu.tn)



# Dual Executive Program

## Health & Management

## Executive education for Healthcare Sector

From breakthrough science and treatments to new care delivery and payment models, today's health care ecosystem is changing rapidly. Senior leaders, from researchers to clinicians to business managers, should manage healthcare differently.

### A Synergy of Expertise:

## IMS, L'Institut des Métiers de Santé and SMU, The South Mediterranean University Advance Healthcare Education Together

### Healthcare Executive Programs

- Strategy for Healthcare Delivery
- Strategic innovation in healthcare
- Value management for Health

### Medical Sales Representative Certification

- Medical sales representatives connect healthcare providers with the pharmaceuticals that they need to provide the best care to patients. They also provide education to doctors, pharmacists and other healthcare-related professionals about the newest pharmaceutical products.
- Professionals interested in pharmaceutical sales may wish to earn their pharmaceutical sales certification, which can open up more job opportunities.

### Medical Tourism Program

- Excellence in international medical tourism.
- International patient management.
- International patient department services.

### A Mini MBA in Healthcare

- A specialized and condensed program that provides participants with essential knowledge and skills related to healthcare management and administration.
- This program is ideal for healthcare professionals seeking to enhance their leadership capabilities and management skills in the healthcare industry. It typically covers topics such as healthcare finance, quality improvement, healthcare marketing, and healthcare operations.

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