Chapter 76

Potential of WEB Based Learning in Managing for the Sustained Success of a Healthcare Organization Based on IMPROHEALTH® Project

Kristina Zgodavová

Technical University of Košice, Slovakia

Aleš Bourek

Masaryk University, Czech Republic

ABSTRACT

This paper discusses managing healthcare organization for sustained success through the use of IMPROHEALTH® project WEB based learning. The paper describes functions and properties of the IMPROHEALTH® portal, as well as services pertaining to integrated e-Learning, e-Implementation of the quality management system, e-Improvement of provided healthcare services, and the way how knowledge accumulated can be glossary-based learning presented in the form of a WEB-log book. Moreover, the purpose of this paper is seen in addressing the obtained experience with regards to the utilization of information and communication technologies among the knowledgeable community. It is intended for professional educators involved in improvement activities of managing healthcare organizations and e-Health management, but also for people interested in digital ways of caring about their health status and improving their sense of well-being, further supported by the so-called e-Laboratory. Several innovative approaches augmenting the possibilities of traditional e-Learning options are presented.

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INTRODUCTION

Information and communication technologies, digital technologies and use of Internet significantly influence the supply as well as the behavior of consumers in varying realms of life.

For an Internet based service to be successful it is important not only that the place of access (WEB portal) has a design appealing to the visitor but also that it offers functional, reliable, well-structured, and rich in content and accurate information.

An important potential advantage of WEB based learning lies with its provision of interactivity (Evans & Sabry, 2003).

One of the IMPROHEALTH Collaborative project's objective was to fine-tune the already functional and existing www.improhealth.org Virtual Healthcare Quality Center (VHCQC) portal (Figure 1) so that the above specified requirements would be met based on cooperative

collaboration of developmental personnel and the potential users.

After a successful finalization of the pilot project KEGA 009/TnUAD/2011 titled 'Vocational Education and Training for Quality of Life through e-Healthcare & Well-Being' in 2008 the IMPROHEALTH portal is continuously providing its services and is constantly being developed. The trade mark IMPROHEALTH® has been internationally registered. Two selected educational modules (M2: Healthcare Organization Quality Management and M7: e-Health: Systems Organization and Management) started offering WEB based learning with integrated e-Learning encompassing remote healthcare laboratories and measurements supported by ongoing projects KEGA 009/TUKE/2011 'Creative laboratory training at technical faculties' (CRELABTE).

Objectives of this paper are presented in four comprehensive sections providing comprehensive background knowledge and information:

http://www.improhealth.org/ - Windows Internet Explorer v 4 X Live Sean → E http://www.improhealth.org/ View Favorites Tools Help @http://www.improhealth.org/ Virtual Healthcare Quality Center Welcome to the Virtual Healthcare Quality Center, supported by the European Community pilot programme Leonardo da Vinci SK/03/B/F/FP - 177014 Improvement of the Quality, Effectiveness and Efficiency of Healthcare services through Vocational Education and Training "IMPROHEALTH" and and SK/06/B/F/PP - Vocational Education and Training for Quality of Life through e-Healthcare & Well-Being — "IMPROHEALTH_COLLABORATIVE" We hope that with the help of our glossary, courses, manuals, consultations and other tools you are able to satisfy and gain the loyalty of your patients/clients and, as a result, ensure the successful functioning of your healt organisation. **About Project** The mission of the Virtual Heathcare Quality Center is to allow managers, doctors, researchers and other healthcare personnel obtain the knowledge, skills and capabilities necessary to develop the quality, efficiency and economic effective vide public, including auraly and visualy impaired individuals to allow improvement of well being factors and quality of life eness of their healthcare organisations, so as Objectives of Virtual Healthcare Quality Center is to offer following services: eLearning course: Management of healthcare organisation Manual and eConsultation related to the application of obtained knowledge when designing and applying systems of quality management · eTools for improving quality, efficiency and effectiveness in healthcare oprganisations BM Group

Figure 1. Original IMPROHEALTH VHCQC portal (2002 - 2006)

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