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:

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