SMAART®
Prioritizing Health For All

INTRODUCTION TO DATA ANALYTICS IN HEALTHCARE

Crafting Health Solutions through Data and Voice

Certificate Program

Foundation of Healthcare Technologies Society
New Blessings Through Technology Empowered Reforms

Certified as a Scientific & Industrial Research Organization (SIRO) by the Department of Scientific and Industrial Research (DSIR), New Delhi, Govt. of India.
Registration No.: S/877/SDM/NW/2012
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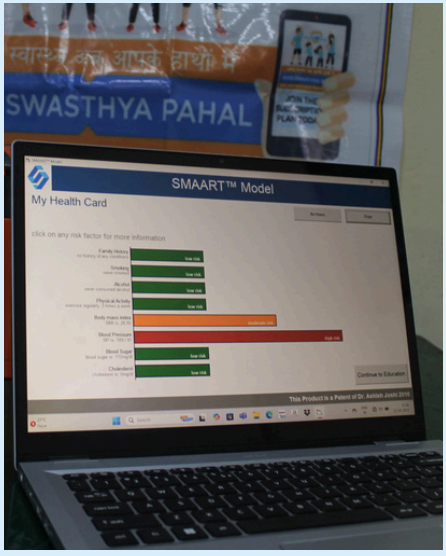
ABOUT THE PROGRAM

Harnessing the power of data analytics is transforming healthcare by turning vast and complex health data into actionable insights. From improving patient outcomes to informing public health strategies, data analytics plays a critical role in shaping the future of healthcare.



Introduction to Data Analytics in Healthcare (IDAH) program equips learners with the skills to analyze and interpret health data to support evidence-based decision-making. The course covers foundational concepts in data analysis, introduces tools such as Artificial Intelligence (AI) and Machine Learning (ML), and explores the role of social media in public health communication. Participants will learn to navigate big data, collaborate across disciplines, and translate data into meaningful solutions for real-world health challenges.

Healthcare Analytics and Data Infrastructure	**Big Data Integration and Exploratory Data Analysis**	**Applied Health Data Analysis Using R**	**Artificial Intelligence and Machine Learning Applications**	**Digital Communication and Social Media Analytics**	**Ethics & Regulations in Health Analytics**

The core objective of the program is to equip learners with a strong foundation in healthcare data analytics—enabling them to analyze datasets, extract actionable insights, and effectively communicate findings to address current health challenges.

PROGRAM OUTCOMES

- **Understand the convergence of data analytics, informatics, and communication in public health**
- **Guidance &Mentorship to publish in peer-reviewed journals**
- **Enhance career prospects in health domains**
- **Learn practical R programming for health data analysis and interpretation.**
- **Apply data-driven strategies to improve health outcomes**
- **Opportunity to present at conferences**

UNIQUE FEATURES OF THE PROGRAM

Research Seminars

Participate in monthly research seminar series

Community Outreach

Contribute to public health and digital interventions

COPHI

Interactive Learning

Engage in fortnightly discussions on the forum

CAMP

Career and Mentorship

Connect with experts for career guidance

IMPACT

Innovation & Hackathons

Take part in hackathons and creative initiatives

Guidance and Mentorship for Publication

Present research at National and International conferences

v-INSPIRE

Experiential Learning

Gain hands-on experience in real-world projects

LEARNING OUTCOMES

Core Concepts in Health Data

Identify key concepts and terminology related to healthcare analytics, data science, exploratory data analysis, warehousing, and machine learning.

Analytics in Decision-Making

Comprehend the role of data analytics in the evidence-based decision-making process while designing and implementing any public health program.

Hands-On Data Analysis

Critically examine datasets to identify underlying patterns and trends, facilitating evidence-based decisions using R, data analysis software.

Big Data in Healthcare

Acquaint with different types and applications of big data during real-time surveillance in health care, enabling evidence-based decision making for effective public health intervention.

Data-Driven Solutions

Create data-driven public health solutions by applying healthcare data analytics and big data methodologies to address population health challenges and inform strategic decision-making

Ethics & Legal Compliance

Understand the role of ethics and legal framework to maintain the regulatory standards while leveraging analytics in healthcare.

PROGRAM DELIVERY AND STRUCTURE

Mode of Delivery

This is a comprehensive program that integrates training sessions and experiential learning. All classes, sessions, and activities are conducted through virtual interactions, ensuring accessibility and flexibility for participants. The program leverages digital tools for lectures, case studies, discussions, and assignments, creating an engaging and interactive learning experience.

Under the experiential learning, participants have the opportunity to engage in voluntary fieldwork as part of digital intervention-based community initiatives offered by FHTS.

This component allows for real-world application of concepts and enhancing practical skills which can be performed in both virtual/in-person.

Multifaceted Learning

- **Lectures & Case Studies:** Expert-led sessions with real-world examples
- **Reading & Discussions:** Curated resources with interactive discussions
- **Assignments & Exercises:** Practical tasks to reinforce learning
- **Community Outreach:** Apply knowledge in real-world health interventions

Duration

4 Months

2 Months of virtual Structured Training

+

2 Months of Experiential Learning

Module Structure

The program covers **8 comprehensive modules** focusing on key areas of healthcare data analytics, equipping participants with both theoretical knowledge and practical skills.

WHO SHOULD ENROLL?

Healthcare Professionals seeking to enhance their skills in data analytics and health communications to drive better health outcomes

Public Health Practitioners interested in using data-driven insights and strategic communications to address health challenges and improve community well-being

Researchers & Academicians aiming to deepen their knowledge in data analytics including its ethical aspects

Policy Makers and Health Administrators wanting to leverage health data and communication strategies for informed decision-making and effective public health interventions

APPLY NOW

CERTIFICATE PROGRAM ADMISSIONS

Batch Intake: Every year in March, July, September

**Application deadlines for each batch may vary*
Check program details for additional information

For admission enquiries: academic@fhts.ac.in

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The Foundation of Healthcare Technologies Society (FHTS), established in 2012, is a nationally recognized non-profit organization advancing public health, digital health innovation, and research through community initiatives, and tech-driven health interventions, shaping the future of public health through education, evidence-based solutions, and collaborations.

Certified as a Scientific & Industrial Research Organization (SIRO) by the Department of Scientific and Industrial Research (DSIR), New Delhi, Govt. of India.

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