



ISQua's 39th International Conference

27th- 30th August | COEX Seoul



The strategy role of Unimed University promoting health education

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Poster Submission Code:
isqua2023.150002d

INTRODUCTION

Unimed University is the higher education institution of the Unimed System – the largest cooperative health system in the world. Unimed University provides the integration of all the knowledge generated within the system, training and raising the level of its employees, thus having an important role in promoting the sustainable growth of the System through education. For this, we constantly seek to know the reality and needs of Unimed cooperatives to understand the specific plurality of each one, in order to propose personalized educational actions in the areas of health, management and cooperativism.

AIM

Position Unimed University the center of the Unimed System, assuming its role as a reference in education and applied knowledge and grows 40% in health education programs in 2022.

METHOD

With the choice of the current board, we began an important cycle whose main objective is to position Faculdade Unimed at the center of the Unimed System's strategy. Given this, there is a need for more assertive and robust visibility, as we have important challenges and great opportunities for development. In this context of change, working with people and the organizational culture is fundamental. We updated our management model, changed the way we work and defined new indicators and strategic goals for sustainable growth. And we launched “To Update”, our Cultural Update Program.

CONCLUSIONS

Unimed University believes in knowledge as a tool to transform the world, capable of provide people with new possibilities and perspectives to go beyond. Its reason for being is promote the development of professionals in the areas of health, cooperativism and management, based on educational actions and the sharing of best management practices, in a to assist them in developing new skills and capabilities for a more dynamic, contributing to the strengthening of the entire cooperative system.

ACKNOWLEDGEMENT

We would like to acknowledge our co-ops from the Unimed System and our partners on the cooperative system, as SESCOOP and OCB.

REFERENCES

- PDI: Plano de Desenvolvimento Institucional: 2021-2025 – Belo Horizonte: Unimed University, 2021.

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RESULTS

Planning, implementation and management of technical, initiation, short-term and postgraduate courses that are:

1,275 nursing technician class time
1,636 postgraduate, short-term and improvement classes
20,000+ postgraduate, short-term and improvement class time
3,000 graduation class time
75 new graduate classes, that represent 53% increase in classes managed
570 active professors, that represent 40% increase in professors in 2022
83 new and customized health course projects
12 academic events, impacting more than 1,140 students
2,360 new graduate students, that represent 101% increase

Furthermore, Unimed University had 35,200 new users registered in its new virtual learning environment, totaling 162,721 enrollments (each student can enroll in more than one course).

During the year, 29 distance learning platforms were delivered to corporate clients, 74 managers were assisted, 255 hours of training and 6,540 accesses per month by users linked to Unimed's.