WMDO
WORLD MEDICAL DEVICE ORGANIZATION

WMDO SA
Route de la Pierre 22
1024 Ecublens
Switzerland
Tel. +41 21 349 96 36
Fax +41 21 349 96 37
contact@wmdo.org

WMDO USA
3565 IDS Center 80
South 8th Street, Minneapolis
MN 55402,USA

Course Title:

Introduction to Digital Governance: A Four-Step Approach

Product ID: 184
Duration: 57 mins
SME: Robert Hanvik
First Released On: 04/29/2011

Course Description:
In the medical device industry, control of your digital activities - including social media - is paramount to avoiding fines and ensuring that you have the proper strategies and structures in place to maximize commercial opportunities. This introductory course will outline a four-step approach that is easily implemented yet robust enough to help companies address the rapidly evolving Value+Risk equation that must drive online marketing and communication activities.

Learning Objectives:
Upon completion of this course, trainees will be able to correctly and successfully:
- Comprehend a new approach to helping organizations gain control of their digital activities
- Recognize the importance of reducing the risk and increasing the value of their digital programs
- Identify potential gaps in their organization's digital governance
- Foster greater digital engagement within their organization.

Who Should Enroll:
Introduction to Digital Governance' is designed for anyone considering using online tools such as social media to inform target audiences about their company, increase internal or external engagement or promote their products while maintaining proper control of these activities. This could include people in Compliance, Legal, Marketing, Product Development/Management, Communications, Regulatory Affairs, Quality Assurance, Human Resources, and Training and Development.

Related Resources: Yes

Prerequsite Knowledge
None

Price:

Premium: €126.00.- **Basic:** €168.00.-

Course Format:
All WMDO professional online training courses are fully interactive and contain audio, video, graphic animation, online quizzes and include all necessary course materials. Trainees receive a minimum of 60 days of unlimited access in which to complete each course depending on course length and complexity. (See individual course descriptions for details). Courses include handouts, case studies, working documents and other useful links. After successful completion of your course, you will be able to download your WMDO Certificate of Completion for your training records.

Online courses are cross-browser compatible and require internet connection (minimum 300kbs) and Adobe Flash Player installed (Free download available at: http://www.adobe.com/products/flashplayer).

Premium Account Holders:
Premium account holders enrolling in this course will receive complimentary email access to subject matter experts for any questions, clarifications or feedback they may have concerning this course and its contents, including free automatic course updates for 1 full year.