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.

Keywords: Glossary Based Learning, Kansei Engineering, Managing Sustained Success, Quality Function Deployment, Remote Laboratory, WEB Based Learning

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.

DOI: 10.4018/ijrqeh.2012040102
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/TUKE/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:

- Selection of appropriate content management software;
- Kansei Engineering and collaborative development of the existent IMPROHEALTH® portal’s quality functions;
- Description of content, structure, functions and services offered by the innovated IMPROHEALTH® portal;
- Future development;
- Final summarization of the presented information.

**SELECTION OF CMS SOFTWARE**

When deciding about the selection of Content Management Software (CMS) one is faced by the option of choosing from two types of
Related Content

**Automatic Detection of Arrow Annotation Overlays in Biomedical Images**
[www.igi-global.com/article/automatic-detection-arrow-annotation-overlays/61336?camid=4v1a](www.igi-global.com/article/automatic-detection-arrow-annotation-overlays/61336?camid=4v1a)

**Image Processing Based Colorectal Cancer Detection in Histopathological Images**
[www.igi-global.com/article/image-processing-based-colorectal-cancer-detection-in-histopathological-images/201545?camid=4v1a](www.igi-global.com/article/image-processing-based-colorectal-cancer-detection-in-histopathological-images/201545?camid=4v1a)

**Quality Based on a Spatial SERVQUAL Model in Healthcare**
[www.igi-global.com/chapter/quality-based-spatial-servqual-model/58735?camid=4v1a](www.igi-global.com/chapter/quality-based-spatial-servqual-model/58735?camid=4v1a)
Patients’ Medication Errors: How Patients’ Inadequate Information about their Prosthetic Heart Valve Diseases Affects their Healthcare
www.igi-global.com/article/patients-medication-errors/86366?camid=4v1a