

# Concierge Medicine

## Postgraduate Certificate





## Postgraduate Certificate

Our Postgraduate Certificate in Concierge Medicine allows you to study for just six months and is a part-time, distance-learning programme. The programme is worth 60 credits and comprises three modules of 20 credits, each running over a period of six weeks.

## Why Study Concierge Medicine with us?

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Healthcare professionals increasingly reflect on how continuity, communication, and long-term patient relationships influence outcomes across different healthcare environments. Concierge medicine provides a framework for examining how evolving models of care intersect with professional responsibility, patient expectations, and ethical decision-making.

At Learna | Diploma MSc, our Postgraduate Certificate in concierge medicine introduces postgraduate-level discussion around personalised approaches to care within wider healthcare systems. This concierge medicine Postgraduate Certificate, validated by the University of Buckingham, supports academic engagement through tutor-led dialogue and flexible, fully online study alongside existing professional roles.

Our concierge medicine PGCert explores how patient experience, continuity of care, and evolving service structures shape contemporary healthcare practice. Learners engage with themes such as communication strategies, preventative perspectives, professional boundaries, and organisational considerations that influence how care is delivered.

Throughout the Postgraduate Certificate in concierge medicine, academic forums encourage reflective discussion in which participants compare viewpoints informed by different professional settings. Engagement with research literature supports a balanced understanding of concierge medicine concepts within broader healthcare contexts.

# Postgraduate Certificate in Concierge Medicine

## Course Modules

### Module 1 - Foundations of Concierge Medicine

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**Aims of the module:**

To introduce the concierge medicine paradigm and its global context, examining how this patient-centric model evolved and operates in different healthcare systems.

**Module Content:**

- Introduction to Concierge Medicine
- Global Models and Case Studies
- Modern Patient Expectations and Personalised Service
- Ethical and Professional Considerations
- Quality, Outcomes, and Evidence
- Innovations and Future Directions

**Learning outcomes:**

1. Critically evaluate global concierge medicine models, patient-centred principles, and healthcare system contexts to justify ethically responsible and professionally appropriate concierge practice within diverse international settings.
2. Critically appraise ethical, professional, and evidence-based frameworks to inform decision-making in concierge medicine within the learner's own scope of clinical or professional practice

### Module 2 - Delivering Personalised Care

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**Aims of the module:**

To equip students with advanced clinical and interpersonal skills required to deliver high-quality, personalised care in a concierge medicine setting.

**Module Content:**

- Communication and Relationship Management
- Personalised Care Planning and Precision Medicine
- Preventive Medicine and Wellness Programmes
- Continuity of Care and Care Coordination
- Digital Health and Technology Integration
- Quality Improvement and Patient Outcomes

**Learning outcomes:**

1. Synthesise and apply personalised, preventive, and continuity-of-care principles to design patient-centred concierge care strategies appropriate to their own professional scope of practice.
2. Critically evaluate communication, digital health, and care-coordination approaches to optimise patient experience, safety, and outcomes in concierge medicine settings.

# Module 3 - Entrepreneurship and Practice Management

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## Aims of the module:

To provide the knowledge and tools to design a sustainable, ethical, and patient-centric concierge service.

## Module Content:

- Business Models and Market Positioning
- Regulatory and Legal Considerations
- Financial Planning and Pricing Strategies
- Operations Management and Technology
- Marketing, Branding, and Patient Acquisition
- Quality Assurance, Ethics, and Sustainable Growth

## Learning outcomes:

- Critically evaluate and apply business, regulatory, and operational principles to construct sustainable, ethical, and patient-centred concierge practice models within their professional and geographical context.
- Synthesise financial, marketing, quality, and leadership perspectives to justify strategic decisions for the development, management, or growth of concierge healthcare services.

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### Programme Leader - Dr Alia Fahmy Bsc (Hons) MBBS DFRH MRCGP

Medical Director and experienced Concierge GP with over 15 years in clinical practice, specialising in End-of-Life care, Frailty, and Mental Capacity assessments. Proven leader in service development and quality improvement, with a track record of designing innovative care frameworks that improve patient outcomes and reduce hospital admissions. Passionate about preventative health and delivering truly patient-centred care.





## Teaching Methods

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Our courses are conducted entirely online through our online learning platform. However, you will receive guidance throughout with tutor-stimulated academic discussions, which are based on clinically-rich case scenarios. These usually occur within groups of 10-15 students, allowing you to clearly communicate with both your tutor and fellow students.

You will participate in a combination of group and individual activities, which are recorded in a reflective journal. This innovative teaching method enables you to envisage the translation of your studies into your everyday work and practice.

Our dedicated Student Support Team is also available to help with any problems you may face. From navigating our online platform to advising you on deadlines, our team can assist with any questions or challenges you may have along the way.

## Study skills week

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Once you have secured your place on the course, you will be required to attend our Study Skills week. This will give you the opportunity to participate in workshops on Harvard referencing, scientific and reflective writing, and levels of evidence in preparation for your studies. It is compulsory for you to attend this induction, as it will provide you with a sturdy introduction to the course.

# Postgraduate Certificate in Concierge Medicine

## Entry Requirements

Since our courses are conducted entirely online, they are accessible to both UK and international registered healthcare professionals.

Applicants will typically hold a first degree or equivalent (including international qualifications) in a relevant professional healthcare field, such as a medical or nursing degree.

Registered healthcare professionals without these recognised qualifications will be considered on an individual basis and a wide range of prior experience may be taken into account. In some cases, applicants may be asked to submit a piece of work for assessment in order to confirm that they are able to work comfortably at postgraduate level, and demonstrate the requisite clinical and professional knowledge.



## Documents Required

- A copy of your updated CV including your address and date of birth.
- A copy of your undergraduate degree certificate.
- The name and email address of someone who is able to provide a reference, this can be a work colleague, employer or former tutor.
- A detailed personal statement explaining why you would like to undertake the course.
- A copy of your proof of English competency (see English language requirements).

## English Language Requirements

Proficiency in the English language is also essential to completing our courses. If English is NOT your first language, we ask for proof of competency during the application process. We are able to accept an IELTS overall score of 6.0 (with a minimum of 5.5 for each band) or an equivalent qualification.

If you do not meet these requirements, please don't worry. The University of South Wales run a number of English Language Programmes at the Centre for International English to prepare you for your academic studies. You can also contact our admissions team on [admissions@diploma-msc.com](mailto:admissions@diploma-msc.com) for more information on the qualifications we accept.

Should you have already successfully completed the 1 year Postgraduate Diploma and wish to convert to the MSc and complete only the second year of the programme this is possible. Please contact our admissions department [admissions@diploma-msc.com](mailto:admissions@diploma-msc.com) to find out more.





## What do our students think?

Since 2010, over 6000 students have progressed their medical career by enrolling in one of our qualifications. We ourselves have learned a lot during this time and continually seek to improve the student learning experience. Here is what some of our previous students have said:

**"I found the online learning very interesting. It enabled me to save money and time."**

Dr Imad Eddin Rahamtalla, Doctor

**"I found learning with Diploma MSc interesting, it helped to update my academic knowledge."**

Dr Prasanth Kinattupurayil, Doctor

**"I strongly recommend Diploma MSc to all those busy physicians who are working in remote areas and wish to upgrade their knowledge."**

Dr Junaid Zaffar, Diabetologist

**"I love that it was flexible and that I could log in at my convenience. I found this course to be very in-depth, informative, challenging and stimulating."**

Kerri-Ann Best PGDip, RD

**"The learning was fun and enjoyable. The course was awesome and it increased my confidence."**

Dr Sankar Nath Jha, Assistant Professor



**Diploma MSc**

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