

01. MEDICAL-SCIENTIFIC AND HEALTH SERVICES COMMUNICATION ⁱ	
Level I	
Department of Experimental and Clinical Medicine (DMSC)	
Course coordinator	Francesco Liotta
Executive Committee	Francesco Liotta Felice Petraglia Francesco Annunziato Betti Giusti Luca Toschi
Contact person for information regarding teaching organization, class schedule, content of the course	francesco.liotta@unifi.it
Practical-professional profile of the course and industry sector of reference	<p>The course aims to train communication professionals by placing highly qualified content offered by scientists, doctors, professionals, and communicators of recognized expertise and national and international scope at the center of their training program. With a view to restoring centrality to content, this Master is designed to train selected students through the most accredited knowledge and effective practices, to build effective communication strategies and campaigns as part of the program.</p> <p>With this in mind, the Master's teaching staff consists of professors, clinicians, professionals working within institutions and public and private organizations, and experts in the field of communication and information working in research and as professionals. Throughout the Master, students will acquire design skills by implementing concrete projects through the study and application of the Generative Communication model, devising and experimenting with projects aimed at engaging stakeholder communities in the area of reference and improving communication in the fields of prevention, awareness, care, and access to services.</p> <p>Specifically, the course aims to train communication experts who can work inside communication offices, press offices, and public relations offices in organizations (institutions, companies, research centers, associations) operating in the health and social-health sector.</p> <p>A newly designed <i>project-oriented</i> training pathway made possible by the support, since the very beginning, of experienced tutors who, interfacing with an in-person and online learning environment, will ensure pro-active and creative participation for all those who enroll, regardless of their location and also the possibility of having ongoing support for the development of the students' projects.</p> <p>To this end, the learning activities will be divided into four macro themes around which the modules are developed:</p> <ol style="list-style-type: none"> 1. The basics of medicine 2. The basics of biomedical research 3. Health policies and services 4. Generative communication techniques <p>At the end of the course, learners will have acquired the following knowledge and skills:</p>

	<ul style="list-style-type: none"> ● qualified knowledge of medical-scientific content for defining communication strategies that place authoritative and scientific content at their center; ● qualified knowledge about the functioning of health services for the implementation of strategies aimed at citizen (patient and non-patient) involvement, listening, and access to health services; ● acquisition of specific techniques of stakeholder mapping, analysis and engagement, and <i>community building</i> through the implementation of generative communication projects; ● acquisition of specific communication techniques through traditional and digital media and the most advanced engagement and community building techniques.
Access prerequisites	A bachelor's or master's degree or single-cycle degree awarded according to the system under Ministerial Decree No. 270/2004 or Ministerial Decree No. 509/1999 or previous systems.
How the admission procedure takes place	Selection by qualifications combined with an interview to discuss with the candidate the communication project idea he/she intends to implement during the Master course
Duration	11 months
Teaching methods	<p>Teaching activities will be conducted in a blended mode. Classes will be conducted both in-person and remotely in synchronous mode. There will be asynchronous insights based on the learning needs of the students and the projects they will carry out. Based on the characteristics and teaching methods, four different types of training are offered:</p> <ul style="list-style-type: none"> ● Face-to-face lectures ● In-depth seminars with lectures given by faculty and professionals ● Workshop ● Visits organized within selected departments of the University Hospital of Careggi or other facilities to be defined by the executive committee in line with the achievement of the training objectives <p>Online training will be carried out using the Moodle platform, through which it will be possible to access synchronous lectures and video recordings. For the realization of each student's project, the Master course will make use of a communication and design environment created by Luca Toschi and his research group through a specific agreement with the Lab Center for Generative Communication at PIN in Prato.</p>
Language of delivery of the course	Italian
Attendance requirements	70%
Location of the course	Department of Experimental and Clinical Medicine Careggi University Hospital, Largo Brambilla 3, Florence
Foreseen lecture days	Friday and Saturday
Examinations procedures and schedule	Each module will have a final test to verify knowledge and skills.
Final examination	The final examination consists of the delivery of a final paper, which will be discussed in an oral interview at the presentation stage. The paper will analyze the communication project that each student will have carried out during the entire duration of the Master course.

Available places and enrolment fees	
Full-fee students	
Minimum number	5
Maximum Number	10
Enrolment fee	€3,000
Free supernumerary places	
UNIFI employees	1
AOU Careggi Employees	1
AOU Meyer Employees	1
USL Toscana Centro Employees	1
SINGLE MODULES	
Maximum places	1
Enrolment fee	Euro/credit €95

Access prerequisites for single modules	To be eligible to attend individual modules, one must hold one of the qualifications listed among those required for admission to the Master course.
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Description of the activities and training objectives of the internship	The internship period will be functional for the implementation of the communication project to be carried out. Observational activity.
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ⁱThis document is a translation of the form A.1 relating to the characteristics of the course attached to the Decree of the Deputy number 873 (record 158006) of 25th of July 2022, drafted in Italian and issued on the Master | Didattica | Università degli Studi di Firenze | UniFI and which therefore constitutes the only official document. This English translation cannot be used for legal purposes and has the sole purpose of supplying information in English on the content of the public notice.