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&  
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### Transforming healthcare through the new vision of corporate education

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**Collaboration:** Back on the last 20 years all of education companies have decided to push all of efforts on line to spread their contents and get some scale. That was important to increase margins and decrease costs. On healthcare we saw traditional education companies trying to push the same contents to hospitals and clinics thinking these could help them on their challenges. When we got this picture some years ago we understood those healthcare companies had a deeply arsenal of content inside their walls but they didn't know how to share it. No Classrooms; A traditional environment of an education

company has a professor, a classroom and students. When we started to transform it on HealthCare we understood the whole spot was a classroom, the professors were inside the own companies and the students could learn and teach on the same time. There is more inside an experience of a benchmark than inside a book about management. If you ride for an hour inside a hospital you can learn more about costs, income, velocity, quality, experience, than reading some article about the same issue. That is the third point of our strategy on this.

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