Educational vision of the Health Campus

1. General PHM Educational Vision

Health Campus The Hague focuses on educating current and future professionals who can be deployed broadly to address contemporary health challenges at the population level and reduce health inequalities.

The PHM (Population Health Management) domain is characterized by so-called *wicked problems*: complex, context-dependent issues that have no straightforward solutions and involve multiple, often competing, interests and perspectives (Rittel & Webber, 1973). Examples include health inequities, the provision of appropriate care for vulnerable populations, and managing the increasing demand for healthcare in the face of shrinking healthcare capacity and rising healthcare costs.

PHM education operates at the intersection of healthcare, prevention, organization, policy, data analytics, and societal context. Within PHM, health challenges are approached as interconnected systemic issues in which medical, social, technological, governance, and economic factors are closely intertwined. Consequently, the educational programme focuses on developing the competencies required to address this complexity and interdependence.

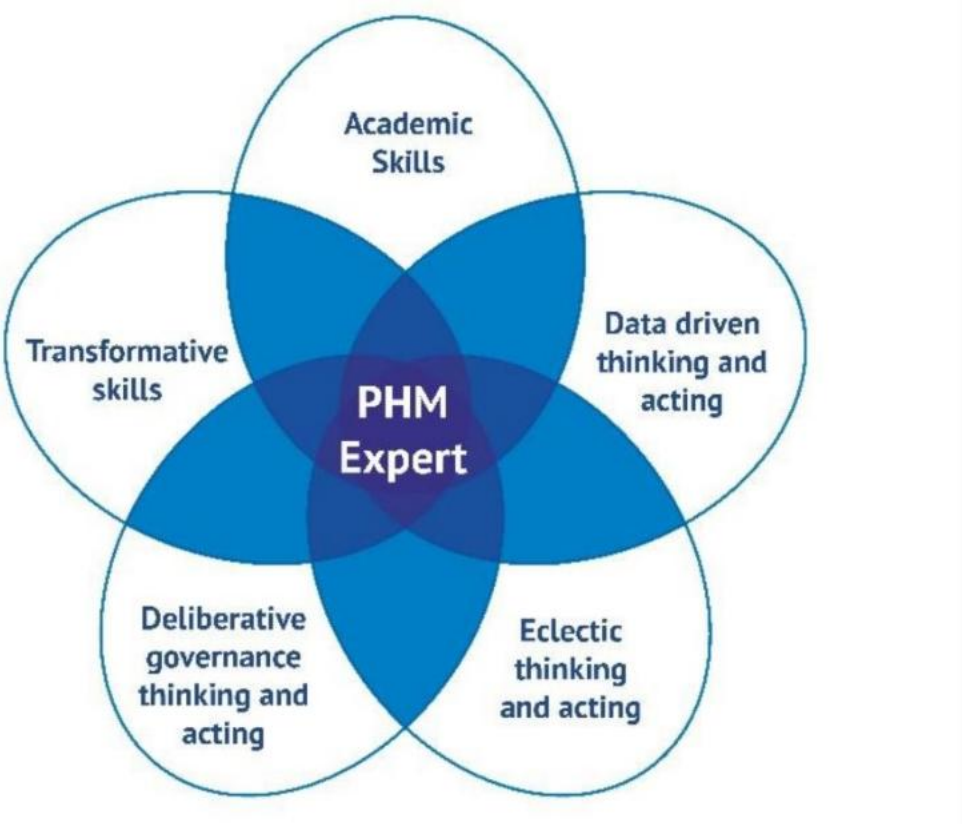
Effective action within population health requires an integrated approach in which interdisciplinary data analysis, policy analysis, scientific evidence, and collaboration with a wide range of stakeholders play a central role within an ever-evolving context. This means that current and future professionals learn to work across disciplines to develop sustainable solutions that improve population health.

A defining characteristic of PHM education is its explicit emphasis on transformative and interdisciplinary learning. Students and healthcare professionals learn to integrate perspectives, methodologies, and sources of knowledge from different disciplines and to apply them coherently to authentic challenges within the PHM domain.

This integration is reflected in the PHM competency profile (see Figure 1). The competency profile forms the core of the curricula for all target groups and serves as the foundation for all educational activities, ranging from research-led learning to practice-based and

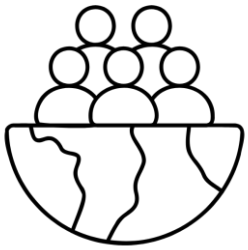
context-specific research challenges. While the core profile remains consistent, the emphasis differs according to the target audience.

Figure 1: The PHM Competency Profile



2. Visual representation

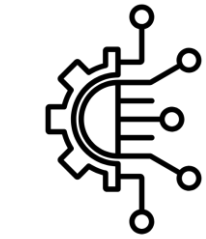
PHM education is distinguished by:



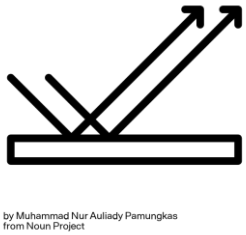
a **population-focused** approach with explicit attention to health inequalities and capacity management;



an **interdisciplinary focus** on data, governance, eclecticism, academic skills, and transformative action



a **strong connection between science and practice** through complex, authentic societal challenges;



attention to **professional reflection and responsible action** in a changing context.