

**Management Development Programme
on**

Marketing for Healthcare Services

Transforming Healthcare Performance through Healthcare Marketing
Excellence

21-23, September 2017



iLIHMR UNIVERSITY

Institute of Health Management Research, Jaipur, India

Background

The growing tendency of consumers to go 'shopping' between hospitals; greater access to health information on the internet; rising expectations of patients seeking value propositions for healthcare needs; -characteristics long practiced in other industries - has emerged as ever more vital for success in the highly competitive business of healthcare.

It has never been so urgent and imperative a need of the providers of healthcare products and services as it is now, to understand the overt and covert expectations of their customers and communicate with them effectively. All this points towards understanding, appreciating, and applying the principles of marketing to this very topical sector and achieving excellence in the discipline of healthcare marketing. In this three-day training programme the participants will learn to apply the tools and techniques of strategic marketing to the healthcare sector. During the program participants will be exposed to pragmatic ideas, genuine thought leadership and develop orientation to design practical solutions that will be essential if they are to engage and keep the attention of prospective customers and patients through the delivery of genuine value.

Objectives of the Programme

- ✓ To enable participants, appreciate the healthcare market and patient's needs.
- ✓ To explain how health care providers can organize their marketing resources and implement their marketing plans.
- ✓ To achieve patient acquisition and retention

Course Contents

The Healthcare Marketplace-Understanding and analyzing the patients' needs

- ✓ Understanding Your Competitors
- ✓ The Healthcare Marketing Process
- ✓ Healthcare Marketing Strategy
- ✓ Segmentation, Targeting and Positioning in Healthcare
- ✓ Value Delivery through the 'Marketing Mix'
- ✓ Communication and Role of Digital Media in Healthcare

Who Should Attend

This is a fundamental program designed for Middle level executives working in Hospital Marketing, consultants in Healthcare, Business development executives of healthcare organizations, Web and Social media strategists, clinicians, hospital administrators and nursing home personnel.

Key Benefits of Attending

- IDENTIFY and PRACTICE steps in the strategic healthcare marketing process
- CREATE a compelling strategic marketing plan
- POSITION the organization in the minds of target healthcare customers, using an appropriate marketing mix.

Program Coordinator



Dr. Seema Mehta, PhD
Associate Professor
IIHMR University, Jaipur



Dr. Tanjul Saxena, PhD
Associate Professor
IIHMR University, Jaipur

Experience professional from industry will also be invited as resource persons.

Duration and Venue

The programme is of 3-day duration. The programme will start at 9.00 am 21st Sep 2017 and conclude at 5.00 pm on 23rd September 2017. The programme will be held at the Institute of Health Management Research, Jaipur.

Certification

A certificate of participation on completion of the programme will be issued by The IIHMR University, Jaipur.

Programme Fee

For Indian participants: Rs 21,000 plus Service Tax

For Foreign participants: USD 400 plus Service Tax

The fees cover tuition fees, background reading material, stay in air-conditioning room (twin sharing basis), breakfast, lunch, dinner, tea/coffee during the program, airport transfers. Participants would be encouraged to use library facilities. Round the clock internet facility (Wi-Fi) is available for the participants in the campus.

DISCOUNTS ON PROGRAM FEE

Early Bird Discount: Nominations received with payments on or before four weeks from the commencement of the program will be entitled to an early bird discount of 10%.

Group Discount: Any organization sponsoring four or more participants to the program will be entitled to a discount of 20% on the total fee payable provided that at least four participants attend the program.

Maximum Discount: Organization can avail themselves of both the discount subject to maximum discount of 20%.

To deposit program fee, bank details would be provided on request, or you may be deposit the fee through Demand Draft in favor of “**IIHMR University, Jaipur**”, payable at Jaipur.

Nominations

Nomination form duly filled-in along with the Demand Draft made out in favor of “**IIHMR University, Jaipur**” payable at Jaipur should reach the Program Officer (Training) **by August 21st, 2017** at the following address:

Program Officer (Training)

Institute of Health Management Research

1, Prabhu Dayal Marg

Sanganer Airport

Jaipur - 302 029

Phone: 0141-3924700 (30 Lines), Fax: 0141-3924738

Email: training@iihmr.edu.in

About the Institute

IIHMR University, Jaipur is an university dedicated to improvement in standards of health through better management of health care and related programmes. It seeks to accomplish this through management education, training, research, consultation and institutional networking in a national and global perspective. The institute has been designated as *WHO collaborating Center for District Health Systems based on Primary Health Care*. The Ministry of Health and Family Welfare, Government of India has identified the institute as an *Institute of Excellence* for training and capacity building. For more information please visit our **http // website www.iihmr.edu.in**.

