

IIHMR UNIVERSITY, JAIPUR
EVENT OUTCOME REPORT
Master Class Episode 20

“Master Class Episode 20”
Topic: - Healthcare Marketing - Lessons & Trends
Date: 4 th January 2021 from 04:00 PM to 05:00 PM
Venue: - IIHMR University, Jaipur
Speaker: - Mr. Pramod Kumar Rajput, Sr. VP & Vertical Head Cadila Pharma, Ahmedabad, Gujarat
Number of participants: - 50
Introduction: - This session featured: Mr. Pramod Kumar Rajput, Sr. VP & Vertical Head Cadila Pharma, Ahmedabad, Gujarat, India. The event was moderated by Dr. Saurabh Kumar, Dean - SPM, IIHMR University, Jaipur and the Session was welcomed by Dr. D.K. Mangal, Dean Research, IIHMR University, Jaipur.
Objective: Equip healthcare professionals, marketers, and institutions with insights into evolving marketing strategies, tools, and ethical practices that enhance patient engagement, brand value, and service delivery in a rapidly changing healthcare landscape.
Salient Novel Points Covered: As healthcare evolves to meet modern demands, marketing in this sector has transformed into a strategic, digital-first, and patient-centric discipline. <ol style="list-style-type: none">1. Rise of Digital Health Marketing<ul style="list-style-type: none">• Rapid growth of online health platforms, search engine marketing, and telehealth promotions.• Targeted digital advertising through Google, social media, and health apps allows precise patient engagement.2. Patient-Centric Marketing Approach<ul style="list-style-type: none">• Marketing now focuses on personalization, empathy, and education rather than generic promotion.• Emphasis on understanding patient needs, behavior, and experiences to build trust and loyalty.3. Integration of AI and Data Analytics<ul style="list-style-type: none">• Use of predictive analytics and AI tools for segmenting audiences, personalizing content, and optimizing campaigns.• Real-time insights help improve decision-making and patient engagement strategies.4. Emphasis on Trust and Transparency<ul style="list-style-type: none">• Patients seek authentic, trustworthy information—making brand reputation and ethical storytelling essential.• Honest communication about services, outcomes, and data use is now a key brand differentiator.

Role:

Healthcare marketing plays a pivotal role in shaping how healthcare services are perceived, accessed, and experienced by patients and the public. With shifting consumer expectations and rapid technological growth, its role has evolved from promotion to a strategic driver of patient engagement, trust-building, and service optimization.

Challenges and Opportunities:

As healthcare marketing evolves with digitalization and changing consumer expectations, it presents both significant challenges and exciting opportunities.

Challenges**1. Regulatory and Ethical Constraints**

- Strict regulations (like HIPAA, GDPR, and local medical council guidelines) limit how patient data can be used and what can be advertised.
- Balancing marketing goals with clinical ethics and compliance remains a constant challenge.

2. Mistrust and Information Overload

- Patients are bombarded with conflicting health information online, leading to skepticism and misinformation.
- Building trust and credibility through marketing is harder and more crucial than ever.

3. Complex Target Audiences

- Healthcare audiences range from patients to caregivers, insurers, physicians, and regulators—each with different needs and communication preferences.

4. Rapid Technological Changes

- Keeping pace with new tools (AI, chatbots, telemedicine platforms) and platform algorithms (e.g., Google, Meta) requires constant adaptation.

Opportunities**1. Patient-Centered Innovation**

- Growing demand for personalized, value-based care opens the door for marketing strategies that prioritize empathy, education, and empowerment.

2. Digital and Mobile Marketing Expansion

- Use of SEO, mobile apps, social media, influencer campaigns, and video storytelling enhances visibility and engagement.

3. AI and Data Analytics

- Enables predictive marketing, behavioral targeting, and real-time performance optimization of campaigns.

4. Telehealth and Virtual Care Promotion

- Post-pandemic, there's massive opportunity to promote telemedicine, home diagnostics, and e-health platforms.

Q &A and Interactive Discussion:

An interactive session on “Healthcare Marketing - Lessons & Trends” was engaging, informative, and participatory to keep the audience involved while delivering valuable insights.

Future Scope:

The future of healthcare marketing lies in personalization, digital transformation, trust-building, and value-driven communication. As technology and patient expectations evolve, healthcare marketing is poised to play a strategic, measurable, and impactful role in transforming how care is accessed, delivered, and perceived.

Appropriate caption for the webinar:

“Shaping the Future of Patient Engagement: Insights into Healthcare Marketing Trends”
"Healthcare Marketing Redefined: Strategies, Lessons & Innovations for a Digital Era"

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IIHMR UNIVERSITY

MasterClass
Episode 20

Healthcare Marketing – Lessons and Trends

Monday, January 04, 2021

04:00 PM - 05:00 PM (INDIA)

SPEAKER	WELCOME	MODERATOR
Mr. Pramod Kumar Rajput Senior Vice President & Vertical Head Cadila Pharmaceuticals Limited Ahmedabad, Gujarat	Dr D K Mangal Dean Research IIHMR University, Jaipur	Dr Saurabh Kumar Dean SPM IIHMR University, Jaipur

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Master Class Episode 20

Date: 04/01 /2021 (04:00 PM to 05: 00 PM)

Attendance Sheet

Sr. No.	Students Name	Stream with Batch
1	Aastha Dwivedi	MBA PM Batch 11 (2019-21)
2	Aayushi Sharma	MBA PM Batch 11 (2019-21)
3	Aditi Apoorva	MBA PM Batch 11 (2019-21)
4	Adya Kaul	MBA PM Batch 11 (2019-21)
5	Aeman Shaikh	MBA PM Batch 11 (2019-21)
6	Angika Mishra	MBA PM Batch 11 (2019-21)
7	Ankit Chouhan	MBA PM Batch 11 (2019-21)
8	Ankita Das	MBA PM Batch 11 (2019-21)
9	Deshna Awasthi	MBA PM Batch 11 (2019-21)
10	Dhanvi Shekhar	MBA PM Batch 11 (2019-21)
11	Dhruv Dharoch	MBA PM Batch 11 (2019-21)
12	Divya Kumari	MBA PM Batch 11 (2019-21)
13	Divya Thakur	MBA PM Batch 11 (2019-21)
14	Divya Yadav	MBA PM Batch 11 (2019-21)
15	Garima Chaudhary	MBA PM Batch 11 (2019-21)
16	Irene Elizabeth Varghese	MBA PM Batch 11 (2019-21)
17	Isha Vyas	MBA PM Batch 11 (2019-21)
18	Trapti Gupta	MBA PM Batch 11 (2019-21)
19	Vandana Rathod	MBA PM Batch 11 (2019-21)
20	Vedere Vinitha Reddy	MBA PM Batch 11 (2019-21)
21	Vicky Jain	MBA PM Batch 11 (2019-21)
22	Vidhi Shukla	MBA PM Batch 11 (2019-21)
23	Chankit Gupta	MBA PM Batch 11 (2019-21)
24	Yashi Shrivastav	MBA PM Batch 11 (2019-21)
25	Debasis Das	MBA PM Batch 12 (2020-2022)
26	Dhiyanesh S	MBA PM Batch 12 (2020-2022)
27	Dikshita Hatwar	MBA PM Batch 12 (2020-2022)
28	Dishi Chaudhary	MBA PM Batch 12 (2020-2022)
29	Garima Kango	MBA PM Batch 12 (2020-2022)
30	Gaurav Gupta	MBA PM Batch 12 (2020-2022)
31	Gunjan Shrivastava	MBA PM Batch 12 (2020-2022)

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Sr. No.	Students Name	Stream with Batch
32	Himabindu Nayakanti	MBA PM Batch 12 (2020-2022)
33	Himanshu Sukhnandan Dubey	MBA PM Batch 12 (2020-2022)
34	Mahima Chopra	MBA PM Batch 12 (2020-2022)
35	Mohd Moonis	MBA PM Batch 12 (2020-2022)
36	Nagaruru Rupasree	MBA PM Batch 12 (2020-2022)
37	Nigamananda Satapathy	MBA PM Batch 12 (2020-2022)
38	Nishtha Vivek Agarwal	MBA PM Batch 12 (2020-2022)
39	Pallavi Verma	MBA PM Batch 12 (2020-2022)
40	Paras Soni	MBA PM Batch 12 (2020-2022)
41	Pruthvi Manish Bhanabhagawanwala	MBA PM Batch 12 (2020-2022)
42	Rishabh Parashar	MBA PM Batch 12 (2020-2022)
43	Rohan Sham Karanjkar	MBA PM Batch 12 (2020-2022)
44	Saloni Dasondhi	MBA PM Batch 12 (2020-2022)
45	Sameer Khanna	MBA PM Batch 12 (2020-2022)
46	Samiksha Mishra	MBA PM Batch 12 (2020-2022)
47	Sanket Shripal Danole	MBA PM Batch 12 (2020-2022)
48	Saurav Singh	MBA PM Batch 12 (2020-2022)
49	Shahween Khan	MBA PM Batch 12 (2020-2022)
50	Sheetal Bastia	MBA PM Batch 12 (2020-2022)