

**IIHMR UNIVERSITY, JAIPUR  
EVENT OUTCOME REPORT  
Master Class Episode 33**

|   |
|---|
| “Master Class Episode 33”   |
| <b>Topic:</b> - Healthcare Communication as a career choice   |
| <b>Date:</b> 16 <sup>th</sup> June 2021 from 04.00 PM to 05:00 PM   |
| <b>Venue:</b> - IIHMR University, Jaipur  |
| <b>Speaker:</b> - Ms. Rashmi Thosar, CEO, Brand care, Mumbai  |
| <b>Number of participants:</b> - 63   |
| <b>Introduction:</b> - This session featured: Ms. Rashmi Thosar, CEO, Brand care, Mumbai, India. The event was moderated by Dr. Saurabh Kumar, Dean - SPM, IIHMR University, Jaipur and the Session was welcomed by Dr. P.R. Sodani, President, IIHMR University, Jaipur.   |
| <p><b>Objective:</b></p> <p>The primary objective of pursuing Healthcare Communication as a career is to effectively convey health-related information to diverse audiences—including patients, healthcare professionals, policymakers, and the general public—with the ultimate goal of improving health outcomes, awareness, and behavior.</p>  |
| <p><b>Salient Novel Points Covered:</b></p> <p>Multidisciplinary Integration</p> <ul style="list-style-type: none"> <li>• Combines knowledge from healthcare, public health, journalism, behavioral science, and digital media.</li> <li>• Professionals work across diverse sectors—hospitals, NGOs, pharma companies, media, government, and tech startups.</li> </ul> <p>Global Relevance and Demand</p> <ul style="list-style-type: none"> <li>• Rising demand for skilled communicators due to global health crises (e.g., COVID-19), vaccine hesitancy, and mental health awareness.</li> <li>• Opportunities with international health bodies like WHO, UNICEF, and MSF.</li> </ul> <p>Digital Health Communication Boom</p> <ul style="list-style-type: none"> <li>• Expansion of telemedicine, health apps, wearable tech, and AI-driven health services has increased the need for clear, ethical, and user-friendly communication.</li> <li>• Social media campaigns and health influencers are shaping health perceptions globally.</li> </ul> <p>Focus on Behavioural and Cultural Sensitivity</p> <ul style="list-style-type: none"> <li>• Emphasizes culturally competent messaging tailored to diverse populations and communities.</li> <li>• Uses health psychology and behavioural science to guide effective message design.</li> </ul> |

**Role:**

Healthcare communication plays a crucial, transformative role in the healthcare ecosystem. As a career, it enables professionals to serve as connectors, educators, advocates, and strategists who influence health outcomes, behavior, and decision-making.

**1. Educator and Informer**

- Simplifies complex medical information for patients and the public.
- Improves health literacy by educating people about diseases, treatments, prevention, and wellness.

**2. Patient Advocate**

- Facilitates clear and empathetic communication between healthcare providers and patients.
- Ensures that patients are well-informed and engaged in their care decisions.

**3. Public Health Promoter**

- Designs campaigns and communication strategies for public health awareness, such as immunization drives, hygiene promotion, or anti-tobacco initiatives.
- Contributes to community health education and behavior change.

**Challenges and Opportunities:****Challenges****1. Medical Complexity**

- Communicating complex scientific and clinical information in a clear, accurate, and accessible manner is difficult.
- Risk of oversimplification or miscommunication.

**2. Health Misinformation**

- Rapid spread of false or misleading health information, especially on social media.
- Requires constant vigilance and proactive debunking strategies.

**3. Cultural and Language Barriers**

- Need to tailor messages for diverse populations with varying health beliefs, literacy levels, and languages.
- Cultural sensitivity is often lacking or underestimated.

**4. Information Overload**

- Audiences are bombarded with health messages from multiple sources, leading to confusion and message fatigue.

**Opportunities****1. Growing Demand Across Sectors**

- Increasing recognition of communication's role in public health, hospitals, pharma, health tech, and government programs.
- Expanding career opportunities worldwide.

**2. Impact on Public Health Outcomes**

- Opportunity to influence behavior, improve health literacy, and save lives through effective messaging.

**3. Digital Transformation**

- Rise of telemedicine, mobile health apps, wearable tech, and AI-based tools offers new platforms and methods for engaging users.

**4. Career Diversity**

- Roles span across content creation, media relations, patient education, social media strategy,

- campaign management, and more.
- Interdisciplinary nature appeals to candidates from science, media, marketing, and psychology backgrounds.

### Q &A and Interactive Discussion:

An interactive session on Healthcare Communication as a career choice was engaging, informative, and participatory to keep the audience involved while delivering valuable insights.

### Future Scope:

Healthcare communication is rapidly evolving and gaining prominence due to advances in technology, public health awareness, and the need for clear, accessible medical information. Its future is promising, multidimensional, and increasingly indispensable in the global healthcare landscape.

Expansion of Digital and Social Media Health Communication

**IIHMR UNIVERSITY**

*Master Class*  
Episode **33**

## Healthcare Communication as a Career Choice

**Wednesday, June 16, 2021**  
04:00 PM - 05:00 PM (INDIA)

**SPEAKER**  
**Ms. Rashmi Thosar**  
CEO, Brandcare  
Mumbai, Maharashtra

**WELCOME**  
**Dr. P. R. Sodani**  
President  
IIHMR University, Jaipur

**MODERATOR**  
**Dr. Saurabh Kumar**  
Dean SPM  
IIHMR University, Jaipur

Follows us on:

[www.iihmr.edu.in](http://www.iihmr.edu.in)

**36** Celebrating 36 years of institutional excellence

**Ranked 1<sup>st</sup>** among the finest Higher Educational Institutions in India

**NAAC Accredited**

**nif** **Ranked 65** in Management Category 2020 by MHRD

| Meeting ID                          | Topic                        | Duration (Minutes) | Participants |
|-------------------------------------|------------------------------|--------------------|--------------|
| 82604596294                         | Master Class Episode 33      | 81                 | 63           |
| Name (Original Name)                | User Email                   |                    |              |
| Hitendra Singh (IIHMR WEB)          | it@iihmr.edu.in              |                    |              |
| Jasneet Kaur                        |                              |                    |              |
| Saurabh Kumar                       |                              |                    |              |
| Priyanka Ahuja                      |                              |                    |              |
| anita thapa                         | thapaanita1212@gmail.com     |                    |              |
| Rashmi                              |                              |                    |              |
| A K KHOKHAR                         |                              |                    |              |
| Redmi                               |                              |                    |              |
| Bhaskar Gupta                       | guptabhaskar1996@gmail.com   |                    |              |
| Dr. Tejaswini Bathala               | drtejaswinibathala@gmail.com |                    |              |
| Barnali Roy (MD)                    | barnaliroy186@gmail.com      |                    |              |
| Rushi S Joshi                       |                              |                    |              |
| Saurabh                             |                              |                    |              |
| Aarshabh Shukla                     | aarshabh143@gmail.com        |                    |              |
| Koyal                               |                              |                    |              |
| Dr. Ankita Jana                     |                              |                    |              |
| Himabindu Nayakanti                 |                              |                    |              |
| Sayan Kumar Saha (Sayan Kumar Saha) |                              |                    |              |
| ABIRAMI                             |                              |                    |              |
| sonam                               |                              |                    |              |
| Ritima                              |                              |                    |              |
| Priyanka's iPhone                   |                              |                    |              |
| shiva dwivedi                       | shivadwivedi080@gmail.com    |                    |              |
| vivo 1801                           |                              |                    |              |
| Minora Priya                        |                              |                    |              |
| Simran Rattan                       |                              |                    |              |
| kirti                               |                              |                    |              |
| Dr. Aksharika                       |                              |                    |              |
| Sayan                               |                              |                    |              |
| Urvashi Kapoor                      | kapoorurvashi17@gmail.com    |                    |              |
| Sheegul Kaushik                     | sheegulkaushik94@gmail.com   |                    |              |
| iPhone                              |                              |                    |              |
| Prachee                             |                              |                    |              |
| Chaitali Desale                     |                              |                    |              |
| Nidhi Sharma                        |                              |                    |              |
| Bharti Verma                        | bharti.j19@iihmr.in          |                    |              |
| Shahween khan                       |                              |                    |              |
| Dr. Minali                          |                              |                    |              |
| Kritika Kapoor                      |                              |                    |              |
| Dr Sarbpriay Jamwal                 |                              |                    |              |
| Manu Sharma                         |                              |                    |              |
| Keshav Nautiyal                     | kesilupe@gmail.com           |                    |              |
| IIHMR Delhi                         |                              |                    |              |
| Niharika Goyal                      | niharikagoyal.j20@iihmr.in   |                    |              |
| Paras Soni                          |                              |                    |              |
| dr kopal                            |                              |                    |              |
| Aniruddh Jain                       | aniruddhjainlst@gmail.com    |                    |              |

|                           |                             |  |  |
|---------------------------|-----------------------------|--|--|
| Apurva Sharma             |                             |  |  |
| Astitva Gupta             |                             |  |  |
| Tanvee kadam              | tanvee.kadam@gmail.com      |  |  |
| shreya suman              | shreyasuman810@gmail.com    |  |  |
| Pruthvi Bhanabhagawanwala | pruthvib52@gmail.com        |  |  |
| Suryakant patel           |                             |  |  |
| aakanksha yadav           | aakankshayadav047@gmail.com |  |  |
| Arka Kundu                | arka.hidsar18@gmail.com     |  |  |
| Sunita Gureliya           |                             |  |  |
| Nigamananda satapathy     |                             |  |  |
| Dr Arpit Srivastava       |                             |  |  |
| Nagaruru rupasree         |                             |  |  |
| Akshita Awasthi           |                             |  |  |
| Meenu                     |                             |  |  |
| Susmit                    |                             |  |  |
| Dr. S                     |                             |  |  |