

Management Development Programme on

Social Media for Healthcare

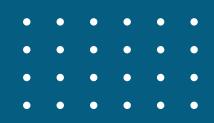
December 9-12, 2024

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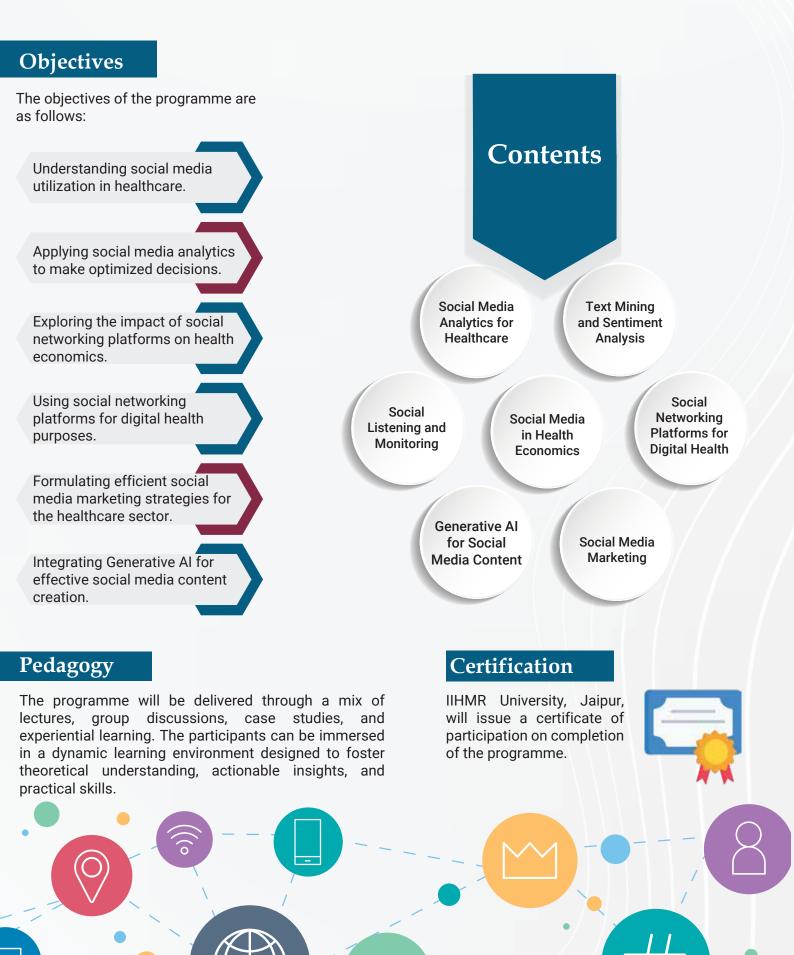
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Background

Management executives face various challenges in the dynamic internet landscape of healthcare, where technological advancements, evolving social networking platforms, and rising demand for quality social media services are reshaping the healthcare sector. A paradigm shift in social media analytics and its innovation is imperative to thrive amidst these complexities. IIHMR University recognizes this need and developed a Management Development Programme (MDP) on Social Media for Healthcare.



Who is Right for the Programme?

The programme is crafted to equip participants with the tools and insights necessary to steer their organizations towards efficient social media management strategies and drive organization performance. The ideal candidates for this programme may include:

- Social Media Managers, Advisors, and Consultants
- Business Analysts, Data Scientists
- Hospital Administrators, Hospital Managers, COO
- · Doctors, Nursing Staff, Para-Medical Staff
- Marketing and Branding Advisors, Managers, Executives
- Digital Health Officials and Executives
- Healthcare Entrepreneurs

Resource Persons

The programme is offered by a team of faculty including academicians and researchers. They include:



Dr. P. R. Sodani, PhD, MPH (UNC-CH, USA) President, IIHMR University, Jaipur



Prof. Shilpi Jain, FPM Dean, FORE School of Management, New Delhi



Dr. Sarthak Sengupta, PhD Assistant Professor & Programme Coordinator IIHMR University, Jaipur



Dr. Swapnil Gadhave, PhD Assistant Professor, IIHMR University, Jaipur



Dr. Ritu Vashistha, PhD Assistant Professor, IIHMR University, Jaipur

Nominations/Registration

Please send your nominations/registrations to the following address:

Programme Officer (Training) IIHMR University 1, Prabhu Dayal Marg, Sanganer Airport, Jaipur-302029, Rajasthan, India

☎ +91-141-3924700
☑ training@iihmr.edu.in



The programme will start on Monday, December 9, 2024, and conclude on Thursday, December 12, 2024. The participants are advised to schedule their check-in on the evening of Sunday, December 8, 2024, and check-out on the morning of Thursday, December 12, 2024.

Venue

The programme will be organized at the IIHMR University, 1, Prabhu Dayal Marg, Near Sanganer Airport, Jaipur – 302 029, Rajasthan. The University campus provides a learning environment for the participants, who are welcome to use the library and recreational facilities at the campus.

Programme Fee

The fee for the Indian participants is INR 33,000 plus GST (18% as applicable), and for international participants, it is USD 616 plus GST (18% as applicable). The fees include tuition, background reading material, programme kit, stay, breakfast, lunch, dinner, and tea/coffee during the programme.

Discounts on Fee

- Early Bird Discount: Nominations received with payments before four weeks will be entitled to a 10% early bird discount.
- **Group Discount:** Any organization sponsoring four or more participants to the programme will be entitled to a 20% discount on the total fee payable, provided that at least four participants attend the programme.
- Maximum Discount: Organizations can avail themselves of both the discounts subject to a maximum discount of 20%.

