

Management Development Programme  
on

# Social Media for Healthcare

December 9-12, 2024



## 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.

## Objectives

The objectives of the programme are as follows:

Understanding social media utilization in healthcare.

Applying social media analytics to make optimized decisions.

Exploring the impact of social networking platforms on health economics.

Using social networking platforms for digital health purposes.

Formulating efficient social media marketing strategies for the healthcare sector.

Integrating Generative AI for effective social media content creation.

## Contents

Social Media Analytics for Healthcare

Text Mining and Sentiment Analysis

Social Listening and Monitoring

Social Media in Health Economics

Social Networking Platforms for Digital Health

Generative AI for Social Media Content

Social Media Marketing

## Pedagogy

The programme will be delivered through a mix of lectures, group discussions, case studies, and experiential learning. The participants can be immersed in a dynamic learning environment designed to foster theoretical understanding, actionable insights, and practical skills.

## Certification

IIHMR University, Jaipur, will issue a certificate of participation on completion of the programme.



## 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 Vashista, 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](mailto:training@iihmr.edu.in)

## Date

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%.

