

AHIMP[®] HEALTHCARE CON2025 | MARKETING SUMMIT

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REGISTER NOW

TRANSFORMING HEALTHCARE MARKETING: STRATEGIES TO CONNECT ENGAGE & GROW

Join us for the most anticipated event of the year where healthcare professionals come together to learn, network, and celebrate excellence.

23rd MAR | **8:00 AM**
2025 | onwards

J B Auditorium, AMA Campus
Dr. Vikram Sarabhai Marg
University Area,
Ahmedabad, Gujarat 380009

TIME	SESSIONS & TOPICS
08:00 AM	Registration & Networking with Breakfast
09:00 AM	Inaugural Ceremony & Welcome Address <ul style="list-style-type: none"> ▶ Welcome by AHMP Leadership, Keynote Speech on Future of Healthcare Marketing in India, Chief Guest Speech
09:10 AM	Building Trust & Branding in Healthcare <ul style="list-style-type: none"> ▶ Importance of Branding in Healthcare ▶ Personal Branding: The New Era of Healthcare Marketing
09:30 AM	Award Announcement <ul style="list-style-type: none"> ▶ Outstanding Brand Development
09:35 AM	Patient-Centric Marketing – Driving Business Through Care <ul style="list-style-type: none"> ▶ Inside Out Strategy: More Care, More Business ▶ Bridging Gaps: Marketing for Trust Between Doctors & Patients
09:55 AM	Award Announcement <ul style="list-style-type: none"> ▶ Excellence in Patient Communication
10:00 AM	Digital Mastery – Leveraging Online Platforms for Growth <ul style="list-style-type: none"> ▶ Video Marketing Strategies for Healthcare: YouTube & Instagram ▶ LinkedIn & Facebook for Healthcare: Trends & Growth Hacks ▶ SEO, Content Marketing & User-Friendly Websites ▶ Google My Business (Local SEO)
10:40 AM	Award Announcement <ul style="list-style-type: none"> ▶ Best Digital Marketing Campaign
10:45 AM	Healthcare Storytelling – Crafting Messages That Matter <ul style="list-style-type: none"> ▶ Advertising & Communication in Healthcare ▶ Crisis Communication: Turning Challenges into Opportunities ▶ How to Leverage Whatsapp for Business
11:15 AM	Award Announcement <ul style="list-style-type: none"> ▶ Creative Campaign of the Year
11:20 AM	ROI & Success Strategies in Healthcare Marketing <ul style="list-style-type: none"> ▶ Marketing Budget & Planning ▶ How to measure ROI ▶ Data Analytics (Segmenting / Targeting)
11:50 AM	Award Announcement <ul style="list-style-type: none"> ▶ Best use of Data & Analytics
12:00 PM	The Digital Shift: Rethinking Healthcare Marketing Beyond Boundaries <ul style="list-style-type: none"> ▶ Blurring the Lines between ATL/TTL/BTL with Digital First Approach: The Paradigm Shift ▶ AHMP Ascent - Healthcare Marketing Digest - Annual Edition Launch ▶ Photo Session



TIME	SESSIONS & TOPICS
12:40 PM	Award Announcement <ul style="list-style-type: none"> ▶ Lifetime Achievement in Healthcare Marketing ▶ Innovator of the Year ▶ Leadership in Healthcare Marketing ▶ Excellence in Healthcare Marketing Education Award ▶ Community Impact Award
01:00 PM	Lunch Break & Networking
01:45 PM	Technology & AI in Healthcare Marketing <ul style="list-style-type: none"> ▶ Harnessing AI for Better Marketing Results ▶ Future-Ready Healthcare Marketing: Trends to Watch in the Next 5 Years
02:05 PM	Award Announcement <ul style="list-style-type: none"> ▶ Rising Star in Healthcare Marketing
02:10 PM	Inhouse Marketing & Branding in Healthcare Set Up <ul style="list-style-type: none"> ▶ The Power of Internal Branding: Every bricks tells the story ▶ Importance of Internal Marketing : Engaging Your Team for Marketing Success
02:30 PM	Expanding Your Reach - From Rural to Global Marketing <ul style="list-style-type: none"> ▶ Reaching Rural India: Expanding Healthcare Beyond Cities ▶ International Marketing & Medical Value Travel ▶ Corporate Engaging & Networking
03:15 PM	Award Announcement <ul style="list-style-type: none"> ▶ Sustainable Marketing Initiative
03:20 PM	Women power in Healthcare Marketing <ul style="list-style-type: none"> ▶ Fearless & Focused: Women Making Waves in Healthcare Marketing
03:40 PM	Trust, Transparency and Ethical Practice <ul style="list-style-type: none"> ▶ Simplifying Compliance: Navigating Marketing Guidelines with Ease ▶ Best Practice in Healthcare
Motivational Speaker <ul style="list-style-type: none"> ▶ The Healing Mindset: Staying Inspired in the Fast-Paced World of Healthcare 	
Secret of Success - Big Brand Story	





Ketan Acharya
Chairperson



Raju Parekh
Vice Chairperson



Kapil Pandya
Organising Secretary



Dr. Mihir Joshi
Treasurer



Urmish Vaishnav
Award Committee



D S Chakravarthi
Awards Committee



Dr. Sandip Patel



Rajarajan S



Mragesh Varma



Gaurang Trivedi



Nirlep Vaidya



Jatin Joshi



Ramjeet Yadav



Alpesh Patel



WHY

Attend AHMP CON 2025?

Learn from the Best:

Gain knowledge from industry experts and thought leaders.

Discover Innovations:

Stay ahead with the latest trends, tools, and technologies.

Network with Peers:

Build connections with healthcare marketers and professionals from across India.

Celebrate Excellence:

Be part of the grand Healthcare Marketing Maestros Awards 2025.

WHO

Should Attend?

- Healthcare Marketing Professionals
- Doctors, Hospital Administrators, and Clinic Owners
- Healthcare Startup Founders and Entrepreneurs
- Digital Marketing Specialists
- Students Aspiring to Enter Healthcare Marketing

Registration Fees

Members: ₹250

Non-Members:

Early Bird Offers:

Till 10th March: ₹500

After 10th March: ₹750

Register Now:



Scan the QR code to secure your spot today!