

Experience *The*
FIRST-EVER
Healthcare Marketing Summit
in South India!

A Pioneering Initiative by AHMP India Foundation

AHMP CON 2024 - Healthcare Marketing Summit 2024 marks a groundbreaking gathering of professionals dedicated to revolutionising the field of healthcare marketing. With a unique blend of innovative ideas, transformative strategies, and leadership insights, this summit promises to pave the way for a new era in healthcare marketing. Don't miss this chance to engage with industry leaders, learn from the best, and participate in a global movement to reshape the future of healthcare marketing.

Date

21st
April 2024
Sunday

Venue



Time

09:00
to
17:00

REGISTER



SCAN TO



+91 63597 99979



connect@ahmpindia.org



ahmpindia.org

Conference Schedule

**The Code of Brand Advocacy :
RRR - Reputation, Reach & Retention**



Prof. Dr. ASHOK THIAKARAJAN
CEO, Meridian Hospital



Dr. ARJUN SUNDARAM
Executive Director,
New Medical Centre Pondichery



Mr. SARAVANAN RAMAN
CMO, Dr Mohan's Diabetes
Specialties Centre



Mr. ARVIND SURESH
Head- Branding, MGM
Healthcare



Mr. SRIVATSAN V
Digital & Branding Head,
Kauvery Hospital



Ms. PADMINI JANAKI
Founder, Mind & MoM



Timing : 09:30 to 10:15

**Marketing MISTery & MASStery - Balancing
the Payor Mix for Business Excellence**



Mr. VENKATA PHANIDHAR
Group CEO, Medway Hospitals



Mr. KAARTHIK RAMAMURTHY
Head Operations,
Kauvery Hospital



Mr. RAM NATESAN
Senior VP, Network & Provider
Management Star Health & Allied
Insurance Co. Ltd



Mr. UDHAY DAVEY
Chief Financial Officer
Dr Agarwal's Eye Hospital



Mr. KRIPANANDH S
GM Healthcare Services,
Apollo Hospitals CHN - C2



Dr. BALAMURUGAN K
GM Operations,
Meenakshi Hospital, Tanjore



Timing : 10:15 to 11:00

Conference Schedule

2024 Trends in Content Marketing




Mr. HARDIK CHANDARANA
Founder & CEO - Rx Events



Dr. LAKSHMI VASWANI
Founder, Health Verse



Timing : 11:00 to 11:15

11:15 to 11:30  Hi-Tea

**Starting, Sustaining & Succeeding in
Medical Value Travel - A Step by Step Guide**



Dr. EKTA MODI
Chief Operating Officer
Parul Sevashram Hospital



Mr. ADEL J
Founder & MD - Alfa Care
Hospitals



Mr. MOHAMMED FAROUK
Associate VP Strategy & Marketing,
Rela Institute & Medical Centre



Mr. D S CHAKRAVARTHI
Global COO, Humancare
Worldwide Pvt. Ltd.



Mr. T I JOSHUA,
Associate VP - International
Business, MCM Healthcare



Mr. SENU SAM
CEO, Mykare Health



Timing : 11:30 to 12:15

Conference Schedule

**A Roadmap for Marketing & Branding - Perspectives
for Progress**



Dr. RAHUL MENON
CEO & DMS, Cluster 2,
Apollo Hospitals, Chennai



Dr. ILANKUMARAN KALIAMOORTHY
CEO, Rela Institute &
Medical Centre



Dr. SENTHIL TAMILARASAN
Founder, Ophthall



Mr. RAJARAJAN S
Group COO - Hospitals,
ASRAM, Eluru, AP



Timing : 12:15 to 13:00

13:00to 13:45 Lunch

**The Rise & Rise of AI, BI, CI, DI (Artificial Intelligence, Business
Intelligence, Consumer Intelligence, Doctor Intelligence)**



Prof. Dr. R CHANDRASEKHAR MENON
Founder / Director, SwiftMBA



Ms. FATHIMA BATCHA
Founder, Sollu



Mr. SANDEEP BALAKRISHNAN
Founder, OneGlance



Mr. ARUN GONAL
Marketing Head, Chella



Mr. SHAROOK J
Executive Director, AskEva



Mr. K S C ANANTHAN
Director, Sukraa Software
Solutions



Timing : 13:15 to 14:30

Conference Schedule

Niche Marketing - Consumers, Strategies & Execution for Small, Medium & Teaching Hospitals



Ms. CHITRA BASKAR
Founder, Redwud Creations



Mr. KUMARAGURUPARAN
Head - Business Development,
Sooriya Hospital



Prof. SENTHILKUMAR
Associate Prof & Head - Faculty of
Management Sciences,
Sankara Nethralaya Academy



Mr. KRISHNAKUMAR
CEO, ARMC IVF Fertility Centre



Mr. VEERA PRAKASH P
Marketing Head
SRM Global Hospital



Dr. H C LOKANATH DASH
AVP - Marketing & Business Development
& Head Transplants (ROI),
Care Hospitals, Bhubaneswar



Timing : 14:30 to 15:15

Ethical Marketing Strategies - Decades to Tech-aids!



Mr. MOHAMMED ILIAS
Founder, BCC Healthcare



Timing : 15:15 to 15:30

Conference Schedule

Valedictory Function



**Chief Guest
Dr. G S K VELU**

Chairman - Trivitrion Group of Companies,
Neuberg Diagnostics, Maxivision Eye Hospitals,
Chairman of FICCI Tamilnadu State Council



**Guest of Honour
Dr. MAHESH VAKAMUDI**

Pro Vice - Chancellor,
SRIHER & COO, SRMC



Timing : 15:35 to 16:20

Marketing Maestro Awards

**HEALTHCARE
MARKETING
MAESTROS
AWARDS 2024**



Timing : 16:15 to 17:00

AHMP CON 2024 Core Committee



Mr. MOHAMMED ILIAS
Organising Chair Person
Founder, BCC Healthcare



Ms. CHITRA BASKAR
Organising Co-Chair
Founder, Redwood Creations



Mr. RAJARAJAN
Organising Secretary
Group COO - Hospitals, ASRAM, Eluru, AP



Mr. AKHILCHANDRA DAVE
AHMP Foundation
Director, Trizone Healthcare Consultants



Prof. Dr. ASHOK THIAKARAJAN
Principal Mentor
CEO, Meridian Hospital



Prof. Dr. CHANDRASEKHAR MENON
Academic Mentor
Founder / Director, SwiftMBA

AHMP CON 2024 Advisory Committee



Dr. UMA SEK HAR
Vice Chancellor, SRIHER
(Deemed to be University)



Ms. RAMA VENUGOPAL
Executive Director,
Value Added Corporate Services
Pvt. Ltd



Dr. ILANKUMARAN KALIAMOORTHY
CEO, Rela Institute &
Medical Centre



Mr. VENKATA PHANIDHAR
Group CEO, Medway Hospitals



Dr. SENTHIL TAMILARASAN
Founder, Ophthal



Mr. BHASKAR REDDY
COO, Star Hospitals



Mr. SARAVANAN RAMAN
CMO, Dr Mohan's Diabetes
Specialties Centre



Mr. PRASSANNA
VP Marketing, MGM Healthcare

AHMP CON 2024 Organising Committee



Prof. Dr. SELVAM JESIAH
Principal SRIHER -
Faculty of Management Studies



Dr. VIJAYA SHANKARI R
Director, MMRV Hospital



Dr. ARUN KRISHNA
Doctor, Advisor,
Founder & Director - HOSPEX



Dr. VIJAYAKUMAR
Director-Medical Engineering



Prof. EUGIN P FERNANDO
Principal - AIHMAS (Apollo)



Prof. VIJI R
Director - School of Management
SA College of Arts & Science



Prof. PIYUSH KUMAR
Associate Dean - IIMR, Bangalore



Mr. JAYARAAM S
Head-South/DGM, Business Standard



Prof. R J T NIRMAL RAJ
Assistant Professor (Selection Grade)
Hindustan Institute of Technology & Science



Mr. ADEL J
Founder & MD - Alfa Care Hospitals



Mr. KAARTHIK RAMAMURTHY
Head of Operations, Kauvery Hospital



Mr. SIVAKUMAR S
GM Marketing
Meenakshi Mission Madurai



Mr. VEERA PRAKASH P
Marketing Head
SRM Global Hospital



Mr. PANIEL J
Manager - Fertility Services
Sagar Chandramma Hospitals & Fertility Centre



Ms. VARDHINI K
Sri Ramachandra University, Chennai
PGCBM - IIM Trichy Founder - Unigeneus

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Come, join us at the Healthcare Marketing Summit 2024, and be part of the change that drives the future of healthcare marketing. Your participation will not only enhance your knowledge and skills but also contribute to a collective vision that inspires and leads the industry.