

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

Venue

Time

21st April 2024

SRI RAMACHANDRA
INSTITUTE OF HIGHER EDUCATION AND RESEARCH
Caughy - Dismode to be identified from Commit

09:00

to

17:00

Sunday











CHENNAI EDITION

Conference Schedule

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















Timing: 09:30 to 10:15

Marketing MIStery & MASStery - Balancing the Payor Mix for Business Excellence



Group CEO, Medway Hospitals



Head Operations Kauvery Hospital











Timing: 10:15 to 11:00



Conference Schedule

2024 Trends in Content Marketing







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



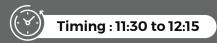














CHENNAI EDITION

Conference Schedule

A Roadmap for Marketing & Branding - Perspectives for Progress



CEO & DMS, Cluster 2, Apollo Hospitals, Chenna



Medical Centre







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)



Founder / Director, SwiftMBA













Timing: 13:15 to 14:30



Conference Schedule

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















Timing: 14:30 to 15:15

Ethical Marketing Strategies - Decades to Tech-aids!







Conference Schedule

Valedictory Function



Dr. G S K VELU Chairman - Trivitron 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







AHMP CON 2024 Core Committee



Mr. MOHAMMED ILIAS Organising Chair Person Founder, BCC Healthcare



Ms. CHITRA BASKAR Organising Co-Chair Founder, Redwud 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

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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.



