



# India's Premier Healthcare Marketing & Growth Summit

Coming to Hyderabad for the First Time!

**AHIMP**<sup>®</sup> | **HEALTHCARE  
MARKETING  
SUMMIT**  
INSPIRE | INNOVATE | TRANSFORM  
**CON2025**

## HYDERABAD EDITION

**1<sup>st</sup> JUNE  
2025**

Federation House,  
FTCCI Marg,  
Red Hills,  
Hyderabad

## TRANSFORMING HEALTHCARE THROUGH SMARTER, ETHICAL MARKETING.

Whether you're a doctor, hospital owner, marketer, CXO, healthcare entrepreneur, or student—this summit is designed for professionals driving real change in healthcare.

Discover actionable strategies in **Branding, Digital Marketing, AI in Healthcare Marketing, Patient Engagement, Budgeting, ROI planning, Medical Value Travel and much more**—all curated to help you scale your impact, build stronger brands, and future-proof your practice.



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# Theme: All About Growth *RRR Strategy*

Increasing ROI (Return On Investment), Bettering Reputation, Business/ Service Recovery

## Proposed Program Schedule

Session	Topic	Topic Overview
Inaugural Ceremony & Welcome Note	Welcome Address by Organizing Comm. Chair	
	Knowledge Partner & Supporting Partner Introductions Organizing Comm. Secretary	
	Unveiling of AHMP CON 2025 Summit Theme by Org. Comm Co-Chair	
Branding & Strategy in Healthcare	Panel Discussion – Brand or Bland: Why We Need Branding More Than Ever in Healthcare	Strategic branding for hospitals and doctors Differentiation in a competitive market
	Speaker Session – Internal Marketing: The Missing Link in Patient Satisfaction	Aligning teams, culture, and communication to deliver better outcomes
	Speaker Session - Case Insight – Community Connect: Taking Your Brand to the People	From community events to CSR – strategies that convert
	Speaker Session - Clinical Practice, Image & Reputation Management: Simplification & Amplification	Importance of Doctors Branding
Digital Transformation & AI	Speaker Session - AI Tools for Healthcare Marketeers: ChatGPT, Canva, CRM & More	Demo-style session on practical AI tool usage
	Speaker Session - Interactive Talk – From Awareness to Action: Building 360° Campaigns That Work	IMC (Integrated Marketing Communications) breakdown
	Speaker Session - Tech Showcase – Data-Driven Marketing: What to Measure, How to Act	KPIs, analytics dashboards, CRM-driven insights
Leveraging Brand Equity with Patient Centricity, Quality of Care & Design Thinking	Panel Discussion – Patient Centricity & Quality of Care as Growth Drivers	Quality of care, PREMs and PROMs, Touchpoints, Journey mapping, Feedback loops
	Speaker Session - 10 Design Thinking Ideas for Organizational Growth	Design Thinking Ideas for Clinical Practice & Healthcare Delivery Organization
	AHMP Ascent Launch & Group Photo session	
LUNCH BREAK		
Digital Dominance 101	Speaker Session – How Social Media Changed Our Patient Engagement Strategy	Real case from a clinic/hospital that grew via Instagram/Facebook/Youtube
	Speaker Session - From Zero to Hero: Digital Growth Journey	Social media Boost / Meta Ads / Leads
	Speaker Session - Fueling Branding and Social Media with Human Resources as Business Partners	Increasing Subscriptions, Reposting, Using Network Advantage of your employees
	Speaker Session - Creating Scroll-Stopping Social Media Content for Doctors & Hospitals	All about Social Media content creation
Practical Marketing & ROI Management	Speaker Session - Budgeting & ROI: Smart Spending for Maximum Growth	Allocating budgets between digital, print, events, and performance marketing
	Speaker Session - Marketing Communication That Converts	Stories from digital agency founders and hospital marketeers
The Future of Healthcare Marketing	Interactive Panel – Digital Presence & Reputation Management in 2025	SEO, website strategies, Google reviews, online listings
	Public Relations in Healthcare: Building Credibility & Trust	Media, thought leadership, press releases
	Fireside Chat – Growth Lessons from Healthcare Entrepreneurs	
	Decoding Medical Value Travel: Strategy, Compliance & Growth	Overview of the MVT ecosystem, patient flows, compliance, market potential
	The Role of Patient Experience in Cross-Border Care	How concierge services, language support, and post-care communication influence retention.
Healthcare Marketing Regional Awards 2025		
Felicitation of Speakers & Partners		
Passing the Baton - AHMPTech Summit - Bengaluru in Partnership with GMEC on June 22nd, 2025		

Note: The final Program Schedule, along with the speaker list, will be announced soon.

# Don't Just Watch the Change – Be Part of It!

If you've ever thought:

- ▶ “How can I grow my practice ethically?”
- ▶ “What's the right way to market my hospital?”
- ▶ “How do I use digital tools without wasting budget?”
- ▶ “How can I build a brand patients trust?”

Then **AHMP CON 2025 – Hyderabad Edition**  
is where your answers begin.

This isn't just another conference—it's a movement toward  
**strategic, ethical, and future-ready healthcare marketing.**

- ✓ Practical learning, not just theory
- ✓ Networking with India's sharpest healthcare minds
- ✓ Tools, tips, and templates you can use the next day
- ✓ And yes—access to leaders who've actually done it



## Take the First Step Toward Your Growth Story.

Register today and reserve your seat before it's too late.

Learn. Connect. Grow.

## Registration Fee Structure

### Early Bird Offer:

- AHMP Members: ₹300
- Non-Members: ₹600
- Students: ₹300

*(Till 30<sup>th</sup> April 2025)*

### After 30<sup>th</sup> April 2025:

- AHMP Members: ₹300
- Non-Members: ₹800
- Students: ₹500



Scan the QR Code  
to Register Now!