

2
DAYS

Certificate Program In **HOSPITAL MARKETING (CPHM-02)**

Branding | Marketing | Digital Marketing | Strategy

REGISTER NOW

Achieve Success in **HOSPITAL MARKETING**
with our **EXPERT-LED** Certificate Course

The program will cover essential concepts and strategies, including:

- › Understand the structure of Hospital Marketing
- › Understand the Marketing Strategy
- › 360 degree IMC approach in Hospital Marketing
- › Importance of Hospital Branding
- › Tips & Tricks of Digital Marketing
- › Reaching and engaging with target audiences
- › Reputation Management
- › How to get more patients for hospital & clinic
- › Importance of communication strategy in Hospital Marketing
- › Building effective marketing campaigns
- › Measuring and analysing campaign success
- › And much more!

Who should Attend this Certificate Program?

- › Marketing professionals
- › Healthcare professionals new to marketing
- › Healthcare marketing professionals wanting to connect with peers
- › Leadership and business developers looking to learn new marketing strategies
- › MHA / MBA Students
- › Hospital Owner / Doctor
- › Clinic Owner

AHMP India Foundation

AHMP India Foundation is a Non Profit organisation, registered under section 8 that serves as a resource for healthcare marketing professionals, to provide education, networking, and professional development opportunities.

AHMP India Foundation is a comprehensive platform that aims to meet, create, collaborate, share & exchange knowledge of marketing with all levels of Healthcare Marketing Professionals interacting with each other.

Program Participation Fee:

- › Students : ₹1000
- › Members : ₹ 2000 (50% Discount)
- › Non Members : ₹ 4000
- › Group Discount (For Non Members only) : 10% (Minimum 3 participants)

Program Fees Includes:

- › 2 Days participation in Program
- › Breakfast, Lunch & Snacks
- › Course Material / PPT
- › Certificate of Participation by AHMP India Foundation

Date

2024, February
24th & 25th
Saturday & Sunday

Venue

Ahmedabad Management Association
(AMA) University Area, Ahmedabad

Time

09:00 am
to
06:00 pm



AHMP
India Foundation

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connect@ahmpindia.org

www.ahmpindia.org

DAY-1 : 24th February, 2024 (Saturday)

09:00 am to 09:30 am - Registration

09:30 am
to
10:30 am

- Introduction to Hospital Marketing
- Understanding the basics of hospital marketing
- Key concepts and terminology

**MODULE
01**

10:30 am to 10:45 am - Tea Break

10:45 am
to
12:45 pm

- Market Analysis and Segmentation
- Identifying target markets and patient segments
- Conducting market research and analysis

**MODULE
02**

12:45 pm to 01:15 pm - Lunch Break

01:15 pm
to
03:15 pm

- Branding and Reputation Management
- Creating a strong brand identity for your hospital
- Strategies for building and managing a positive reputation

**MODULE
03**

03:15 pm to 03:30 pm - Tea Break

03:30 pm
to
05:30 pm

- Digital Marketing for Hospitals
- Leveraging AI tools & digital channels to reach patients and caregivers
- Best practices for social media, email, and mobile marketing

**MODULE
04**

05:30 pm - End of the Day

DAY-2 : 25th February, 2024 (Sunday)

09:00 am to 09:30 am - Group Photo Session

09:30 am
to
10:30 am

- Patient Experience and Engagement
- Understanding the patient journey and touch points
- Developing effective patient engagement strategies

**MODULE
05**

10:30 am to 10:45 am - Tea Break

10:45 am
to
12:45 pm

- Physician Relationship Management
- Building and maintaining strong relationships with referring physicians
- Strategies for physician outreach and engagement

**MODULE
06**

12:45 pm to 01:15 pm - Lunch Break

01:15 pm
to
03:15 pm

- Sales and Promotions in Hospital Marketing
- Developing effective sales and promotion strategies for healthcare services
- Leveraging partnerships and collaborations

**MODULE
07**

03:15 pm to 03:30 pm - Tea Break

03:30 pm
to
05:00 pm

- Compliance and Ethics in Hospital Marketing
- Understanding the regulatory and legal environment for healthcare marketing
- Ethical considerations and best practices

**MODULE
08**

05:00 pm to 05:30 pm - Certificate handover & Closing