

INDIA'S BIGGEST HEALTHCARE MARKETING SUMMIT



**HEALTHCARE
MARKETING
MAESTROS
AWARDS 2026**



6th Sep 2026
Time: 9am to 5pm



SRI RAMACHANDRA INSTITUTE OF HIGHER EDUCATION &
RESEARCH (DEEMED TO BE UNIVERSITY), PORUR, CHENNAI

AGENDA

INDIA'S BIGGEST HEALTHCARE MARKETING SUMMIT



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 SRI RAMACHANDRA INSTITUTE OF
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PORUR, CHENNAI

AGENDA

08:00

to

09:00

⌚ 60 MINS

PRE-SESSION

NETWORKING

*Registration & Open Networking
The Experience Hub Opens*

08:15

to

08:45

⌚ 30 MINS

CURTAIN RAISER

BizMock Presentation Finals by Young Turks

*Marketing, Branding
& Growth (6 Nos.)*



D S Chakravarthi
Global Healthcare Management
Professional



Pinkulal Karan
KK Corporate Services

09:00

to

09:30

⌚ 30 MINS

PANEL SESSION - 1

The Hospital Marketing Team of 2030

*The new era of AI Agents - Who Gets Replaced,
Promoted & Reinvented?*



Chair
Rakesh Reddy
Founder, Orange Carrot Media



Co-Chair
Sooriyaoli
Co-Founder, Reallist



**Veera Prakash
Palanivelu**
Head - Institutional Sales &
Marketing, Apollo Hospitals



**Palaniappan
Narayanan**
Co-Founder & CEO
Mocero Health Solutions



Nikhilesh Sarma
Business Development Manager
Down Town Hospital



Srivatsan
Digital & Branding Head
Kauvery Hospital

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9:30



10:00

30 MINS

PANEL SESSION - 2

AI & MARTECH

Building the Next Growth Engine

Data, Analytics and ROI in Healthcare Marketing



Chair

Dr. Uma Shankar

Telemedicine Society of India &
Co-Founder, Managing Director
Aarogyati Pvt Limited



Co-Chair

Bharadwaj Malepati

Wholtime Director
Ortho-One Orthopaedic
Speciality Centre



Fathima

Founder and CEO
Sollu



Senu Sam

Managing Director
MyKare



Dr Sushil Patel

Managing Director
DocX System



Badri Ramesh

Founder
RSoftAi

10:00



10:40

40 MINS

PANEL SESSION - 3

Panel Speaker Session

Integrated Healthcare Marketing

The Death of Marketing Silos

Integrated & Automated Patient Acquisition & Journey Design



Chair

Prof. Dr. Ashok

Thiagarajan, CEO
Arunai Super Speciality Hospital



Co-Chair

Dr. Balamurugan

CEO, Dr. Muthus Group of Hospital
Co-Chair CAHO SHCO Wing
AHPI TN Executive Member



Adel J

CEO (New Initiatives)
GEM Hospital & Research Centre
Co-Chair, Publication Committee, CAHO
Secretary - AHPI Tamil Nadu Chapter



**Kaarthik
Ramamurthy**

COO, Apollo Hospitals
Vanagaram



**Dr. Prabu
Mayakesavan**

Medical Director & COO
Chettinad Super Speciality Hospital



Kumaraguruparan

Group COO
Sooriya Hospital

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CON2026 | **HEALTHCARE
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CHENNAI EDITION

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**10:40
⌚
11:00**

⌚ 20 MINS

SESSION - 4

ENGINE OPTIMISATION
THE AI HANGOVER
*What healthcare marketing
learned after the gold rush*



Gayathri Sandeep
CEO, Seethapathy Hospitals, Chennai
Vice President AHPI TN Chapter



Dr Lakshmi Vaswani
Consultant &
Medical Writer - Healthverse



11:00 to 11:20

**20
Min**

Brewing Ideas & Bridging Gaps
Hi-Tea Break

**11:20
⌚
12:00**

⌚ 40 MINS

PANEL SESSION - 5

Doctor Personal Branding
Influence Is Earned, Not Filmed
Authenticity, Ethics & the Doctor-Creator Dilemma



Chair
Bhaskar Reddy
Zonal Director
Rainbow Hospitals



Co-Chair
Ramkumar Singaram
CEO, Catalyst Public Relations



**Dr. Deepak
Subramanian**
GI & Minimal Invasive Surgeon
MGM Healthcare



Dr Sumit Kapadia
Director
Aadicura Superspeciality
Hospital



Dr T. Senthil
Founder - Ophthall

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12:00



13:00

⌚ 60 MINS

SESSION - 6

INAUGURAL

Marketing the Future of Healthcare

Welcome Address ► Lighting of the Lamp ► AHMP Vision 2030
Launch of AHMP ASCENT ► Opening Film ► NC Presentation
Leaders Spotlight



Dr. Praveen Raj
Jt Managing Director & CEO
GEM Hospital



Dr. Raju Sivasamy
Vice President
SIMS Hospital



Sandhya Cherian
Vice President
Frontier Lifeline Hospital
Treasurer, AHPI-TN



Dr. Sam Mehta
Chairman
Mehta's Hospital



Prof. Selvam Jesiah
Principal, Faculty of
Management Studies, SRIHER



13:00 to 14:00

60
Min

Feeding Minds that Fuel Healthcare
Lunch Break

14:00



14:45

⌚ 45 MINS

PANEL SESSION - 7

Brand Valuation

What's your Healthcare Brand Worth?

The Brand Equity Advantage Behind Valuation & Funding



Chair
Dr. Raja Marimuthu
Board Advisor
Cunis Hospitals



Co-Chair
Dr. Niranjani PhD
COO, & Hospital Head Administration
Gleneagles Hospitals



Raghava Rao
CEO & Co-Founder
Camomile Healthcare



Krishna Kumar
Group CEO
Rio Hospital



Dr. Abhishaanth Prabhu
Chairman's Crew - Medical
Administrator, BeWell Hospitals



Sathya
CEO
Billroth Hospitals

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14:45

to

15:30

45 MINS

PANEL SESSION - 8

MEDICAL COMMUNICATION REGULATIONS

Compliance isn't the obstacle, it's the MOAT

Clarifying NMC, ASCI, DPDP & Other Acts



Chair
Dr. Amit Singh Moga
Founder
The Doctorpreneur Academy



Dr. Rajendran
Plastic Surgeon & Medicolegal
Consultant, IMA - Tambaram



Abhishek Jenasenan
Advocate
Jenasenan & Partners, Advocates



Dr. Deepti Gadam
Managing Director
Ozone, Hospitals



Dr. Arun V G
Founder, Medverse

15:30

to

16:10

40 MINS

PANEL SESSION - 9

Medical Tourism Marketing

Why a patient travels thousands of miles to choose you?

The Billion Dollar Marketing Decision to Choose India & You



Chair
Meeta Patel
Director
Medigence Solutions



Co-Chair
Kripanand
Marketing Head
Apollo Hospitals



Mohammed Farouk
COO, Rela Hospital



Joshua T
International Patient Services
Kauvery Hospital



Priti Verma
Medical Value
Travel Consultant



Mohammed Ismail
Co Founder
Crescent Meditours

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16:10



16:50

40 MINS

AWARDS & VALEDICTORY

AHMP MoU Signups with Community Leaders Excellence Awards & Recognition, For Students: BizMock Awards, Digital Poster Awards Open to All: Best Reels Awards, Best Memes Awards.

Chief Guest



Dharaneetharan
Founder, Social Eagle

Guest of Honour



Prof. Dr. Mahesh Vakamudi
Pro Vice - Chancellor
SRIHER & COO, SRMC

OUR JURY MEMBERS FOR HEALTHCARE MARKETING MAESTROS AWARDS 2026



Rama Venugopal
Executive Director
Value Added Corporate Services



Shree Prakash P
Founder & Creative Director
Feswa Creative
Past President, Ad Club Madras



Anbuchezhian K
EC Member & Past President
Ad Club Madras



S. Jayaraam
DGM
Business Standard



Prof. Jojo
HoD, Marketing
XIME

HEALTHCARE MARKETING MAESTROS AWARDS 2026

NOMINATE NOW 



16:50



17:00

©10 MINS

CLOSING REMARKS & VOTE OF THANKS

AHMP LEADERSHIP

NATIONAL CORE COMMITTEE

2026 - 2028



Akhil Dave
Founder



Mohammed Ilias
Chair Person



Kapil Pandya
Convener



Dr Sumit Kapadia
Co-Chair
Clinician Partnerships



Rajarajan S
Co-Chair - Healthcare
Marcom Organisations



Raju Parekh
Co-Chair - Healthcare
Allied Services



D S Chakravarthi
Co-Chair - Healthcare
Organisations



Ekta Modi
Co-Chair - Academic
Partnerships



Mahender Pala
Co-Chair - Healthcare
Consulting Partnerships



Chitra Baskar
Co-Chair - Emerging
Marketeers



Dr Lakshmi Vaswani
Co-Chair - Communication

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**HEALTH
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by Dr. Sumit Kapadia

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