



Strategic Health Services and Medical Marketing Training Course

Ref: #HOS9540



Course Introduction / Overview:

The healthcare landscape has changed dramatically, and effective communication and brand positioning are now as important as clinical excellence. This training course is designed for professionals who want to master the art and science of medical marketing and health services promotion. It goes beyond traditional advertising to focus on building trust, communicating value, and engaging with patients and the community in a meaningful way. Drawing on the foundational work of global academics in the field, such as Philip Kotler, this course explores how marketing principles can be adapted to the ethical and regulatory complexities of healthcare. We will look at how to create a strong institutional brand, manage your online reputation, and use digital channels to reach and inform a targeted audience. The curriculum addresses the importance of transparent communication, patient education, and building a loyal patient base. BIG BEN Training Center believes that a strategic approach to marketing is essential for any healthcare institution's growth and sustainability. This program provides tools to build a powerful and ethical marketing presence that not only attracts new patients but also reinforces a commitment to high-quality care and service.

Target Audience / This training course is suitable for:



- Marketing and public relations managers in healthcare.
- Hospital administrators and clinic managers.
- Physicians and clinical practice owners.
- Patient experience and patient advocacy professionals.
- Business development and strategic planning teams.
- Healthcare entrepreneurs and startups.
- Communications and community relations specialists.

Target Sectors and Industries:

- Hospitals and hospital systems.
- Private medical clinics and group practices.
- Pharmaceutical and medical device companies.
- Public health agencies and government health departments.
- Wellness and medical tourism providers.
- Health insurance companies.
- Specialized medical and surgical centers.

Target Organizations Departments:

- Marketing and communications.
- Strategic planning and business development.
- Hospital administration.
- Patient relations.
- Customer service.
- Community outreach.
- Clinical operations.

Course Offerings:



By the end of this course, the participants will have able to:

- Develop a comprehensive medical marketing strategy that aligns with their organization's mission.
- Master digital marketing tools, including social media, content marketing, and SEO.
- Build and manage an ethical brand reputation in the healthcare sector.
- Use data analytics to identify target patient populations and measure campaign effectiveness.
- Create engaging and informative content that educates and attracts patients.
- Navigate the regulatory and ethical landscape of medical advertising.
- Enhance patient communication and engagement through a variety of channels.
- Develop strategies for crisis communication and public relations in healthcare.

Course Methodology:



This training course is based on a dynamic and interactive methodology that combines foundational principles with practical, hands-on application. We will use a variety of real-world case studies from successful healthcare marketing campaigns, allowing participants to analyze what works and why. The program includes interactive workshops where participants can practice developing content calendars, create social media strategies, and analyze marketing data. BIG BEN Training Center believes in a hands-on approach, providing tools and templates that participants can use to build their own marketing plans. The course also includes group projects focused on developing a full-scale marketing campaign for a fictional medical clinic. Our facilitators will guide discussions, provide personalized feedback, and encourage creative problem-solving. This engaging and collaborative environment ensures that participants leave with a clear understanding of how to implement a strategic and ethical medical marketing plan that drives growth and builds trust with their audience.

Course Agenda (Course Units):

Unit One: Foundations of Medical Marketing

- The unique role of marketing in healthcare.
- Ethical considerations in medical advertising.
- Developing a strong healthcare brand.
- Understanding the modern healthcare consumer journey.
- Market research and competitive analysis.

Unit Two: Digital Marketing for Healthcare



- Building an effective website and online presence.
- Social media strategy and patient engagement.
- Content marketing and patient education.
- Email marketing and automated campaigns.
- Managing online reviews and reputation.

Unit Three: Strategic Branding and Communications

- Crafting a compelling brand narrative.
- Public relations and media outreach.
- Internal marketing and employee advocacy.
- Crisis communication planning.
- Building community relations and trust.

Unit Four: Patient Experience and Relationship Management

- The link between marketing and patient experience.
- Using marketing to improve patient engagement and loyalty.
- Patient feedback systems and online reviews.
- Personalized communication and patient portals.
- Customer Relationship Management (CRM) in a clinical setting.

Unit Five: Measuring Success and Future Trends

- Setting key performance indicators (KPIs) for marketing.
- Using data analytics to measure campaign ROI.
- Budgeting and resource allocation for marketing.
- The future of medical marketing (e.g., AI, personalization).
- Developing a long-term strategic marketing roadmap.

FAQ:

Qualifications required for registering to this course?



There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can healthcare marketers balance the need to attract new patients and build a strong brand with the ethical imperative to provide transparent, accurate, and non-misleading information about medical services and treatments?

What unique qualities does this course offer compared to other courses?



This training course stands out by providing a specialized and ethical framework for marketing in healthcare, a field where generic business principles do not always apply. It goes beyond simple promotion to focus on building a brand based on trust and patient-centered values. Unlike other marketing courses, our curriculum is specifically designed to address the unique challenges of the healthcare industry, including navigating complex regulations and managing sensitive patient information. We do not just teach tools; we provide a strategic approach to medical marketing that focuses on a human-centered narrative. By combining foundational marketing principles with ethical considerations and real-world case studies, this course equips professionals with the skills to create campaigns that are not only effective but also responsible and trustworthy. It is a vital program for anyone who wants to lead their healthcare organization's growth in a way that aligns with its core mission of care.