

Management Development Program on Selling Skills & Marketing Strategies in Healthcare

February 17-18, 2012

Key Benefits

- Get insights into creating a sustainable competitive advantage
- Learn how to manage media and communications
- Updates on latest techniques in engineering patient loyalty
- Understand how to create winning brands
- Learning into how to drive the market

Participation fee

INR 5,000 (Non- residential) for Indian Participants

USD \$ 170 (Non- residential) for International participants

The programme fee will cover:

- Tuition Fee
- Course study materials
- Local hospitality at IIHMR, New Delhi
(Lunch and Tea)

Last Date of Registration is 10th February 2012

Accommodation :

The accommodation is available on request and charges are as follows:

- Accommodation on Twin sharing INR 1000 per day per person (meals extra)
- Accommodation on Single occupancy INR 1500 per day per person (meals extra)

For registration and queries, please contact:

Ms. Shikha Bassi, Training officer

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**International Institute of Health Management Research,
New Delhi**



ABOUT THE ORGANIZERS

IIHMR, Delhi is an institution dedicated to the improvement in standards of health through better management of health care and related programs. It seeks to accomplish this through management research, training, consultation and institutional networking in a national and global perspective.

In addition to research, training and consultancy the institute is offering a two-years full time Postgraduate Programme with specialization in Hospital Management, Health Management and Healthcare IT. This course has been approved by AICTE.

TARGET AUDIENCE

Personals from healthcare sector including Pharma sector, Health insurance, marketing managers & executives

Rationale

Business of providing healthcare is complex. Not only the providers have to care for human lives, they also have to make sure that investors earn a decent return on investment. This is where an organized marketing & selling effort can make a big difference.

Objective

The training program provides you with in depth knowledge and insights into the latest practices in marketing of healthcare services. The training package includes real life case study, concept and examples along with dynamic and rich discussions brings a learning experience that you can use forever.

Participant Learning Objectives

By the end of the training program participants will be able to

- Devise competitive marketing strategies
- Strengthen Sales team with newer ideas
- Apply latest communication strategies for services areas.

Course Outline/ Contents

- Marketing Strategy and Differentiation
- Achieving the market success
- Branding Trends, Media planning & advertising
- Managing Public Relations
- Patient Loyalty and Retention- Customer Life Cycle
- Up and Cross Selling

Tools & Techniques

- Case studies & discussion
- Exercise by participants and interactive Presentation

Certificate

Certificate will be awarded upon successful participation and completion of the program.

RESOURCE TEAM

- **Anil K Maini**, Executive Director, Batra Hospital & Medical Research Centre. Before joining Batra hospital he was President-Corporate Development at Apollo Hospitals Group. Anil is an MBA in Marketing with over 36 years work experience in the field of healthcare and consumer marketing. Anil carries expertise in domestic & international marketing coupled with competitive positioning, strategic marketing planning and brand development. His other area of focus are effective marketing communication, numeracy, negotiation skills, decision making, job task planning, organizing, working with others & continuous learning. Anil has developed reach to new international markets like Pakistan, Afghanistan, Middle East, Africa, CIS Countries, Russia, UK and USA. He also heads the CII's sub-committee on Medical Travel as its Chairman.
- **Pradeep Thukral**, Founder & CEO, SafeMedTrip.com Executive Director, Indian Medical Travel Association (IMTA). He did his MBA from MIT Ghaziabad and completed and advanced management program at OTC, Japan. He has worked with leading hospital groups as Group Head in India, International Marketing with Apollo Hospitals. Prior to that he was Wockhardt Hospitals, where he very successfully set up its International Marketing function from the scratch. Mr Thukral has also worked for more than two decades with Indian and Multinational corporations in diversified industries like Healthcare, Consumer Durables and CRM consulting. He is presently a member of the Planning Commission's Working Group on Tourism and Member of the FICCI Healthcare Committee.
- **Vaibhav Vishal** started his professional career with Ambience Advertising (Now Publicis Ambience) and worked with MTV in the marketing function for more than 10 years as Associate Vice President Creative & Content. He successfully implemented projects like Youth Icon, Style Awards, IMMIES, Roadies and Fully Faltoo Films. Post MTV, Vaibhav has worked with Red FM the National Creative Head. Beyond advertising, marketing, television, digital and radio, he has recently been dabbling in films, working with production houses like YFilms/ YRF. His latest project is Mujhse Fraaandship Karoge.
- **Anupama Sharma** MBA, MSC(US), is an Assistant Professor of Hospital and Health Management at IIHMR Delhi. She has more than 8 years of extensive experience in Indian and International healthcare industry and has worked with hospitals in areas of business development, project management and development strategic alliances..
- **Kirti Udayai** is a management graduate with specialization in health & hospital business development. She has more than 5 years of enriching work experience in various Corporate Hospitals like Kokilaben Dhirubai Ambani Hospital, Max Healthcare, Escorts Heart Institute & Research Centre Ltd with expertise in Sales & Marketing of Healthcare & Strategic Planning. In her last job, she was working with Fortis La Femme, unit of Fortis Healthcare as Head Sales & Marketing. She is involved in many projects related to training in sales & marketing management with focused key areas like Leadership Development, Branding, Corporate communications & Event management.