



Management Development Program on **Digital Marketing in Healthcare**

10 days | Interactive online sessions | Industry oriented

Starts on - 15 Feb- 26 Feb, 2021
Time - 6:00 pm - 8:30 pm
Program Fee - Rs 3000



SCAN
to register



About the program



The training programme in Digital Marketing from the Institute of Health Management Research (IIHMR) Bangalore provides a comprehensive understanding of the current digital marketing model, best practices, and industry specific digital marketing engagement activities. The participants will develop the knowledge and skills required to engage the key stakeholders digitally through multiple digital marketing channels and optimise campaigns to meet business objectives.

Digital healthcare is accelerating at an immense velocity and knowing that this is just the beginning, the possibilities of it transforming healthcare services are now more evident. Unlike traditional marketing, digital marketing offers a better way to communicate with audience and connect with market. Digital marketing industry in India will be worth USD 160 billion by 2025 (India Today, 2020) provide immense opportunity to work in this specific domain.

About IIHMR Bangalore

IIHMR, Bangalore is a premier Institute for Hospital and Health management education in South India. Our motive is to create positive impact in the dynamic health sector through knowledge creation, capacity development and management research. We are constantly striving to impart best practices in healthcare management profession to our participants with our training programmes.



Who is this programme for?

Rapid growth of digital media give opportunity to professionals to explore a wide range of career options, increase their market value, opportunity to enhance creativity and appreciate flexibility of work.

This programme is valuable for:

- Marketing / Brand managers
- Early-stage management/marketing professionals
- Business leaders
- Entrepreneurs
- Doctors
- Hospital/ health organisation administrators

Program Highlights

This wide-ranging programme provides an interactive pedagogy, which includes live online sessions, case study discussions, and hands-on practices.



Certificate of completion



Practical exposure



Job Oriented

Learning Outcomes

At the end of the program, you will be able to-

1. Comprehend marketing in digital way
2. Evaluate and select digital marketing tools to meet business goals
3. Become acquainted with activities and approaches of digital marketing in health industry

Evaluation

The evaluation is at the discretion of the faculty members and includes online exams and assignments. A minimum of 80% attendance is a prerequisite for the award of the certificate. Participants will have to secure the minimum pass marks in the respective evaluation components.

Key Resource Persons

Industry Resource Persons



Mr Abhishek Thakur

Head of Marketing and Digital Marketing, Dr Reddy's Laboratories, Hyderabad.

Abhishek Thakur is the Head of Marketing for the B2B business of Dr. Reddy's Laboratories. He has close to 10 years' experience in consulting, digital transformation, and marketing in the B2B pharmaceutical space. Abhishek brings an in-depth understanding on customer decision making and experience into the digital marketing space, that can enable business growth and strong brand building.



Mr Santosh Sahu

Chief Digital Officer, DIGITERZ

Santosh Sahu, the Founder of Digiterz, leads the organization as a Digital Chief since November 2015. His focus on Strategic Approach for each client sets him unique in the Digital space. His primary goal is to walk his clients through to achieve their aspirations. Santosh believes in the power of Integrated Marketing. At Digiterz, he empowers his team of professionals for Creative Thinking, sharing unique ideas and most importantly bringing practical solutions for client's Digital Marketing needs. Passionate, as he is about coaching and sharing the rich knowledge he carries, he also, aside from managing Digiterz, visits Mithibai College - Mumbai as a lecturer and trainer.

Program Director

Dr. Kirti Udayai has a rich experience of more than 14 years in healthcare industry and academics. Currently, she is an Associate Professor at IIHMR, Bangalore. Prior to academics, she worked with Fortis Healthcare as Head – Sales and Marketing. Besides research and academics, she has been actively liaising and mentoring the corporates for training skill building activities in Marketing and Digital Marketing. She has published papers in journal of national and international repute and chaired International Conferences of Public Health in Sri Lanka and Malaysia in last five years. As a certified National Assessor for National Quality Assurance Standard (NQAS), under Ministry of Health and Family Welfare, she is responsible to assess public healthcare facilities across India for quality improvement.



Mr Kirti Udayai
Associate Professor
IIHMR Bangalore

Faculty members



Dr Usha Manjunath
Director and Professor
IIHMR Bangalore

More than 20 years of experience as Management Faculty (Healthcare and General) with behavioural science focus in management and entrepreneurship. She has carried out major research projects and training programs in Total Quality Service Management Model, formative research in nutrition-health-life cycle approach, IEC pre-testing for MCH, WASH, Women Empowerment and Nutrition etc. She is also trained in NABH implementation in healthcare organisations by QCI



Mr Piyush Kumar
Associate Dean – Training &
Associate Professor

Mr Piyush has more than 14 years of experience. After a long stint in the healthcare industry, he pursued his interest in academics. Currently, he is an Associate Professor at IIHMR, Bangalore. He is an expert in Strategic consulting, Digital Health and Training and Development.



Mr T K Pradeep Kumar
Assistant Professor
IIHMR Bangalore

Mr T K Pradeep Kumar has 16 years of overall experience- 12 years in teaching & 5 years in Industry. Mr. TK Pradeep Kumar presently working as Assistant Professor in Healthcare IT & also the Faculty In-charge for IT at IIHMR Bangalore.



Dr Deepashree M R
Assistant Professor
IIHMR Bangalore

Dr. Deepashree M R is a Healthcare Management professional with a background in Ayurveda. She has 5+ years of professional experience in health project implementation, training and documentation. She has worked in various capacities as Director of Projects, Researcher and CSR – Executive.

Program Modules

The program contains a comprehensive industry-oriented curriculum with an objective to make you industry ready in this field. Managed by experienced faculty and industry experts, this programme will upgrade your skills in digital marketing.

Sessions:

01	<i>Requisite of Digital Marketing and 4Ps of digital marketing</i>
02	<i>Engaging website</i>
03	<i>Search Marketing: SEO</i> a) SEO introduction and Keywords b) Black Hat SEO vs White Hat SEO c) On page and Off page SEO d) SEO Ranking factors
04	<i>Search Marketing: SEO</i> a) Different types of keywords, find searched keywords b) Page Title SEO c) Meta description d) Using subheads
05	<i>Content Marketing</i> a) Website content b) LinkedIn content
06	<i>Google Ads</i> a) Set up your Google account b) Google Ads Structure c) Network Setting d) Location, language, and audience selection
07	<i>Google Ads</i> a) Bidding strategies b) Understanding keywords
08	<i>LinkedIn Marketing</i> a) Profile optimisation b) Connect with people
09	<i>LinkedIn Marketing</i> a) Set content and audience b) Advertising on LinkedIn
10	<i>Basics of Google Analytics and Marketing automation</i>
11	<i>Mega Webinar- Social Media Marketing</i>

Payment Modes:

Online Transfer:

Account Name: Institute of Health Management Research

Bank: HDFC Bank

Account Number: 00530330000089

IFSC Code: HDFC0000053

Branch: Koramangala Branch, Bangalore

Paytm QR Code:



For any enquiries, please reach out at:



9971389941 / 9019040324



trainings@iihmrbangalore.edu.in