



ASTRAMEDIC INSTITUTE OF HEALTH ADMINISTRATION

Holistic Approach to Health

Healthcare Digital Marketing Course (HDMC-015)

Introduction

Healthcare digital marketing has become indispensable in modern healthcare for two primary reasons. Firstly, it facilitates enhanced patient engagement and education. Through online channels such as websites, social media, and email campaigns, healthcare providers can establish direct and continuous communication with patients. This engagement not only fosters trust but also empowers patients with valuable health information, enabling them to make informed decisions about their care. Additionally, digital marketing enables healthcare organizations to personalize their outreach, tailoring messages and services to specific patient demographics and needs, ultimately improving patient experiences and outcomes.

Secondly, healthcare digital marketing is instrumental in expanding the reach and accessibility of healthcare services. In an era where consumers turn to the internet for health information and provider searches, a strong online presence is essential. Digital marketing strategies, including search engine optimization (SEO) and content marketing, help healthcare organizations appear prominently in online search results, ensuring that patients can easily find the care they need. Moreover, digital marketing is cost-effective compared to traditional advertising methods, allowing healthcare providers to allocate resources efficiently and compete effectively in a crowded healthcare marketplace. In essence, healthcare digital marketing is a vital tool for delivering quality care, reaching a wider audience, and remaining competitive in the ever-evolving healthcare landscape.

Course Objectives:

- To equip participants with the skills to create comprehensive digital marketing strategies tailored specifically to the healthcare industry, including patient-centric approaches, content marketing,



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and engagement tactics.

- To ensure that participants understand and adhere to the legal and ethical considerations unique to healthcare digital marketing, safeguarding patient data and maintaining regulatory compliance.
- To enable participants to leverage various digital platforms and channels, such as social media, email marketing, and search engine optimization, to enhance patient engagement, promote healthcare services, and drive brand awareness.
- To provide participants with the ability to measure and analyze the effectiveness of digital marketing campaigns using key performance indicators (KPIs) and analytics tools, allowing for informed decision-making and continuous improvement in healthcare marketing efforts.

Course Schedule:

1st Month:

Weeks	Course content
Week 1	<ul style="list-style-type: none">• Introduction to Healthcare Digital Marketing• Healthcare Industry Overview and Trends
Week 2	<ul style="list-style-type: none">• Marketing Fundamentals in Healthcare• Compliance and Ethics in Healthcare Marketing
Week 3	<ul style="list-style-type: none">• Digital Marketing Channels in Healthcare





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	<ul style="list-style-type: none"> • Social Media Marketing for Healthcare
Week 4	<ul style="list-style-type: none"> • Content Marketing for Healthcare • Patient Engagement Strategies

2nd Month:

Week	Course content
Week 1	<ul style="list-style-type: none"> • Email Marketing in Healthcare • Search Engine Optimization (SEO) for healthcare
Week 2	<ul style="list-style-type: none"> • Pay-Per-Click (PPC) Advertising in Healthcare • Data Analytics and KPIs in Healthcare Digital Marketing
Week 3	<ul style="list-style-type: none"> • Mobile Marketing in Healthcare • Online Reputation Management in Healthcare
Week 4	<ul style="list-style-type: none"> • Telehealth Marketing Strategies • Crisis Management in Digital Healthcare Marketing





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3rd Month:

Week	Course content
Week 1	<ul style="list-style-type: none">• Marketing Automation for Healthcare• Video Marketing in Healthcare
Week 2	<ul style="list-style-type: none">• Healthcare Blogging and Content Creation• E-commerce in Healthcare Marketing
Week 3	<ul style="list-style-type: none">• Healthcare Marketing Budgeting and ROI Analysis• Emerging Trends in Healthcare Digital Marketing
Week 4	<ul style="list-style-type: none">• Legal and Regulatory Considerations in Digital Healthcare Marketing• Final Project Presentation and Evaluation• Course Certification





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Note: Each week will consist of a combination of theoretical concepts, practical work, and assignments to reinforce learning. Students will have access to resources, examples, and instructor feedback throughout the course.

Schedule: Online Course

Timings	Days
Will be scheduled upon mutual Cooperation	Monday to Thursday

Fee: Rs.10,000 PKR per Month.

Address: Office No.11, pak land, City Centre, markaz, I-8 Markaz I 8 Markaz I-8, Islamabad, Islamabad.

For Further Detail Please contact.

Director / Program Coordinator

info@astramedicsolutions.com

Website:astramedicsolutions.com/institute/

Cell/WhatsApp # 0344-134768

Admission Form is Attached Below

<https://forms.gle/9tKXqajpEioP1gTh9>



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