



ASTRAMEDIC INSTITUTE OF HEALTH ADMINISTRATION

Holistic Approach to Health

Healthcare Marketing Course (HMC-013)

Introduction

Healthcare marketing is of paramount importance in today's healthcare landscape for several reasons. Firstly, it plays a crucial role in raising awareness about healthcare services and medical advancements. Effective marketing campaigns educate the public about available treatments, preventive measures, and healthcare facilities, ultimately empowering individuals to make informed decisions about their health. This can lead to early diagnosis, better treatment outcomes, and improved overall public health.

Secondly, healthcare marketing is essential for healthcare organizations to remain competitive and financially sustainable. In an increasingly competitive industry, hospitals, clinics, and pharmaceutical companies must differentiate themselves and attract patients and clients. Effective marketing strategies can help healthcare providers showcase their expertise, quality of care, and patient-centered approach, ultimately driving patient trust and loyalty. This, in turn, can lead to increased patient volumes, improved revenue streams, and the ability to invest in cutting-edge medical technology and infrastructure.

Healthcare marketing is not just about advertising services; it is a critical component of the healthcare ecosystem that enhances public health, drives financial sustainability, and encourages innovation, all of which contribute to better healthcare outcomes and improved patient experiences.

Objectives:

- Gain a comprehensive understanding of the healthcare industry and its unique challenges.
- Develop effective healthcare-specific marketing strategies, including digital and patient engagement.
- Learn about compliance and ethical considerations in healthcare marketing.
- Master the art of measuring campaign success through analytics and KPIs.





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After completion of the course, the participants will be able:

- To Create and implement targeted marketing campaigns tailored to the healthcare industry, effectively reaching patients and healthcare stakeholders.
- To Navigate the complex landscape of healthcare regulations and ethics, ensuring marketing efforts comply with industry standards and safeguard patient information.
- To utilize digital marketing tools and strategies to enhance the online presence of healthcare organizations, attracting and engaging patients effectively.
- To Use key performance indicators (KPIs) and analytics to assess the impact of marketing initiatives, enabling data-driven decisions and continuous improvement.
- To contribute to the financial success of healthcare organizations by attracting and retaining patients, ultimately supporting the growth and sustainability of healthcare services.

Course Schedule:

1st Month:

Weeks	Course content
Week 1	<ul style="list-style-type: none"> • Introduction to Healthcare 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"> • Patient-Centered Marketing Strategies





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	<ul style="list-style-type: none"> • Digital Marketing in Healthcare
Week 4	<ul style="list-style-type: none"> • Content Marketing for Healthcare • Branding and Reputation Management in Healthcare

2nd Month:

Week	Course content
Week 1	<ul style="list-style-type: none"> • Data Analytics for Healthcare Marketing • Key Performance Indicators (KPIs) in healthcare
Week 2	<ul style="list-style-type: none"> • Social Media Marketing for Healthcare • Healthcare Marketing Campaign Planning
Week 3	<ul style="list-style-type: none"> • Marketing Budgeting and Resource Allocation • Crisis Management in Healthcare Marketing
Week 4	<ul style="list-style-type: none"> • Measuring and Evaluating Marketing Campaigns • Patient Engagement and Communication Strategies





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3rd Month:

Week	Course content
Week 1	<ul style="list-style-type: none">• Healthcare Product and Service Marketing• Legal and Regulatory Considerations in Healthcare Marketing
Week 2	<ul style="list-style-type: none">• Field Work Week
Week 3	<ul style="list-style-type: none">• Field work week
Week 4	<ul style="list-style-type: none">• Final Project Presentation and Evaluation• Course Certification





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

Schedule:

Timings	Days
Will be scheduled upon mutual Cooperation	Sunday- Wednesday- Saturday

Fee: Rs.12,000 PKR per Month.

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For Further Detail Please contact.

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