



INSTITUTE OF
HEALTHCARE LEADERSHIP
AND MANAGEMENT



informa

HEALTHCARE MARKETING & MEDICAL TOURISM

*Practical Tools For Marketing Healthcare Services
And Attracting Medical Tourists*

**EARN UP TO
18 CPD
CREDIT HOURS**

On this programme you will:

1. **Discover** how effective marketing can raise demand and drive it through the doors of Your healthcare facility
2. **Understand** the needs and preferences of healthcare's customers
3. **Develop** and Implement a marketing plan that attracts and retains patients
4. **Position** your healthcare in the minds of patients using an effective 'marketing mix'
5. **Learn** how to use mass and personal communications to grab patient's attention

5 – 7 August 2018*

The Kempinski Hotel, Mall of the Emirates, Dubai, UAE

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THE IHLM EXPERIENCE

Based in Oxford, and with centres in Singapore and Dubai, IHLM provide inspiring education programmes and empowering professional qualifications in healthcare leadership and management.

IHLM's comprehensive portfolio of open enrolment and customized programmes enable healthcare staff and executives to maximize their personal impact and transform the performance of their team, service or organisation.

Each year more than 500 participants attend over 20 programmes delivered in locations across Europe, the Middle East, Asia and Australia.

The IHLM experience is both stimulating and challenging – immersing participants in varied and interactive learning activities that combine cutting-edge theory with practical solutions. Whether you and your team work in a boardroom or at a patient's bedside there is an IHLM programme that will help you transform both your performance and that of your organisation.

IHLM DIPLOMA IN HEALTHCARE LEADERSHIP AND MANAGEMENT

The Bridge to Leadership Success in Healthcare

The IHLM Diploma in Healthcare Leadership and Management is a modular qualification that allows high potential future healthcare leaders to undertake, at a pace that suits them, a rigorous and personalized professional development journey. Complete five programmes plus the accompanying assessments to receive the full IHLM Diploma.

High-Performance Healthcare Leadership

18 – 22 March 2018, Dubai, UAE

This programme enables both established and future healthcare leaders to develop the confidence and competence to lead high-performing healthcare teams and organisations.

Healthcare Financial Management & Cost Control

22 – 26 April 2018, Dubai, UAE

This programme enables anyone who manages money or controls a budget in a healthcare organisation to help deliver financial sustainability and profitability.

Healthcare Strategy, Planning and Execution

9 – 13 September 2018, Dubai, UAE

This programme will enable professionals from all types of healthcare organisations and services to understand their current strategic situation, formulate strategic plans, and then deliver them successfully.

Patient Experience

30 September – 4 October 2018, Dubai, UAE

This programme provides anyone with an interest in, or responsibility for delivering patient-centred care, with an evidence-based framework they can trust will enable them to excel in their role and transform patient experience.

Healthcare Operations and Patient Flow Management

14 – 18 October 2018, Dubai, UAE

This programme shows you how to reduce your hospital or clinic's operating costs, increase efficiency and improve productivity without compromising the quality or safety of patient care.

OTHER PROGRAMMES AVAILABLE FROM IHLM IN 2018:

Patient Safety and Risk Management

28 October – 1 November 2018, Dubai, UAE

Built on a comprehensive body of knowledge, this programme will enable anyone with responsibility for delivering safer care to lead teams, investigations and improvement projects.

Healthcare Mini MBA

11 – 15 November 2018, Dubai, UAE

Our flagship programme: an exciting and interactive learning experience designed to equip participants with the latest thinking in global healthcare leadership that will transform their strategic impact and performance.

Healthcare Quality & Performance Improvement

11 – 13 December 2018, The Kempinski Hotel Mall of the Emirates, Dubai, UAE

A comprehensive professional development programme that enables quality leaders and specialists to build advanced knowledge of the art, craft and science of healthcare quality improvement.

Digital Healthcare Innovation

16 – 20 December 2018, Dubai, UAE

Discover a toolkit of practical methods for managing change and learn about more innovative models of care delivery.

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PROGRAMME OVERVIEW

STAGE 1: ONLINE PREPARATION

Two weeks prior to the face-to-face programme, participants will receive a username and password giving them access to IHLM's user-friendly online e-learning portal. They will be welcomed to the programme, invited to network with the other participants and faculty, and given full access to the programme materials and online learning resources such as videos, presentations, case studies and additional reading.



STAGE 2: FACE-TO-FACE PROGRAMME

Programme members will attend three days of classroom-based training in Dubai. Throughout the face-to-face programme there are many opportunities to practice and apply learning using exercises and interactive case studies.



Continuing Professional Development (CPD) involves maintaining and enhancing your skill, knowledge and experience as a healthcare leader and manager. At the end of the face-to-face programme, all programme members receive an **IHLM Certificate of CPD Completion** attesting their completion of 18 hours of Continuing Professional Development, provided that they have:

- Attended all sessions of the face-to-face programme and have not missed more than one hour, and
- Participated in and completed all the interactive class and team exercises

If a participant has not attended all sessions of the face-to-face programme, their CPD Certificate will clearly state the number of hours attended.

PROGRAMME OVERVIEW

Healthcare in the Middle East is more competitive and more international than ever. According to *The Economist*, in the UAE alone there are now more than 100 hospitals, over 4,000 health centres and an unprecedented surge in medical tourism. Faced with growing demand and increasing competition, it has never been more important that the region's healthcare facilities market themselves effectively.

This unique programme enables anyone involved in marketing, promoting or advertising healthcare services, including those involved in facilitating medical tourism, to understand how and why prospective patients choose a healthcare provider. It provides comprehensive and holistic coverage of the entire discipline of marketing in healthcare, with a particular focus on the emerging phenomenon of medical tourism. Highly practical and relevant, the programme demonstrates in depth the tools and techniques with which healthcare facilities can develop and implement marketing plans capable of transforming their reputation and success.

The programme is divided into five modules and includes detailed instruction in :

- **An Introduction To Healthcare Marketing And Medical Tourism** – How effective marketing can raise demand and drive it to your healthcare facility
- **Understanding Patient Needs And Preferences** – Exploring the needs and preferences of healthcare's customers
- **Developing A Marketing Plan** – A strategic blueprint for attracting and retaining patients
- **Implementing A Marketing Plan** – Using a 'marketing mix' to position your healthcare facility in the minds of patients
- **Advertising Your Healthcare Services** – Using mass and personal communications to grab and keep patients' attention

PROGRAMME FACULTY



Vivek Shukla, Director, Healthcare and Life Sciences, **Frost & Sullivan** and Former Head of Marketing, **Aster DM Healthcare**, Dubai, UAE

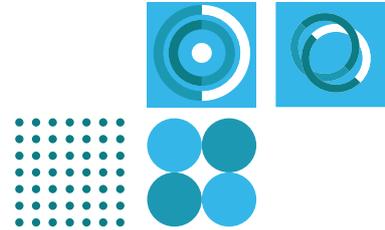
Vivek Shukla has almost two decades of experience of leading healthcare management teams, driving healthcare strategy and developing future healthcare leaders.

After gaining his MBA from one of India's premier management institutes, Vivek combined running his family's 30-bed hospital with a career in healthcare management consulting: serving more than fifty clients in seven countries. Until recently he headed up strategic marketing, branding and communications for Aster Clinics and Hospitals across the GCC region.

A prolific conference speaker and trainer, Vivek has written over a hundred published articles and blogs and has recently been cited as one of the '100 Most Influential Marketing Leaders' at the World Marketing Congress.

Vivek works with IHLM to deliver programmes that enable healthcare facilities to achieve sustained strategic growth through effective marketing.

PROGRAMME CONTENT



Course Timings: Registration will be at 08:00 on Day One and the programme will commence at 08:30 each day. There will be refreshment breaks at appropriate times and the programme will conclude at 16:30 on each day.

MODULE ONE:

AN INTRODUCTION TO HEALTHCARE MARKETING AND MEDICAL TOURISM

In Module 1 we commence the programme with a look at some important fundamentals: the determinants of demand for healthcare services and how effective marketing can both raise that demand and drive it through the doors of your healthcare organisation.

- **What is Healthcare Marketing?** – Marketing is pervasive in healthcare, but what is its purpose and what activities does it involve? How can you measure the effectiveness of your healthcare organisation's marketing efforts?
- **What is Medical Tourism?** – Understand how the medical tourism industry works and who the major players and facilitators are in this rapidly growing segment of the global healthcare market.

MODULE TWO:

UNDERSTANDING PATIENT NEEDS AND PREFERENCES

Whether they have to travel one mile or ten thousand miles to reach you, why would any patient choose to be treated at your healthcare facility? In Module 2 we answer this question through an in-depth exploration of the needs and preferences of healthcare's customers.

- **Understanding Healthcare's Customers** – Understand what drives people to seek healthcare services and upon which factors they base their choice of healthcare provider.
- **Patients With Passports** – Discover why so many patients travel, both within and beyond their own country, to find the care they need.

MODULE THREE:

DEVELOPING A MARKETING PLAN

A marketing plan is the strategic blueprint for how a healthcare organisation is going to succeed in attracting and retaining patients. In Module 3 we take a step-by-step look at the tools and techniques with which a comprehensive marketing plan can be developed.

- **How To Research Your Healthcare Market** – Identify the methods you can use to gather information and intelligence that will enable you to understand your customers and your marketplace.
- **The Healthcare Marketing Environment** – Analyse the characteristics of your healthcare marketplace today, and understand how they are changing.
- **Segmentation, Targeting and Positioning** – Reflect on who your actual and potential patients are, on which patients are most attractive and how they can be convinced to choose your healthcare facility.

WHO SHOULD ATTEND

This programme has been designed for anyone who is involved in marketing, promoting or advertising healthcare services, including those involved in facilitating medical tourism.

It will be especially useful for:

- Healthcare Marketing, Communications, Advertising and PR Managers
- Directors, Executives and Managers from large healthcare organisations

- Owner-managers of independent hospitals, health centres and clinics
- Policy-makers and planners from health ministries and authorities
- Marketing consultants and advisers

Throughout the programme there are allocated timeslots allowing ample opportunities to practice the principles and techniques being taught using interactive exercises and case studies.

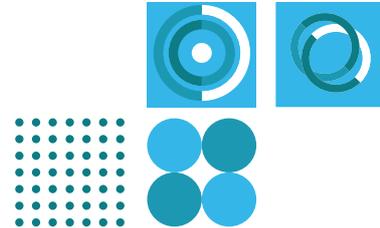
Date

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PROGRAMME CONTENT



MODULE FOUR:

IMPLEMENTING A MARKETING PLAN

In order to successfully attract patients, a healthcare organisation needs to position itself appropriately. In Module 4 we look at how successful healthcare providers use a 'marketing mix' to design their services and their image to occupy a distinctive place in the minds of both actual and potential patients.

- **Healthcare Product and Service Offerings** – What do patients' want and need, and how can healthcare providers satisfy them?
- **Pricing Strategies and Decisions** – Not all patients pay for their care, but that doesn't mean that price doesn't play a critical role in attracting patients.
- **Referral Networks and Facilitators** – What role can referrers and medical tourism facilitators play in directing patients to your healthcare facility?
- **Customer Service and the Patient Experience** – Why do healthcare staff, and their behaviours, play such a critical role in patient satisfaction?
- **Patient Flows and Processes** – No matter how professional and compassionate healthcare staff are, patients rarely tolerate chaotic or disorganised healthcare facilities.
- **The Healing Environment** – What difference do aesthetics make in attracting patients?

MODULE FIVE:

ADVERTISING YOUR HEALTHCARE SERVICES

Just being JCI accredited or having state-of-the-art medical technologies is no longer enough to attract patients to a healthcare facility. In Module 5 we look at how healthcare providers can use both mass and personal communications to grab and keep patients' attention.

- **Branding and Brand Loyalty in Healthcare** – What is a 'brand' and how to healthcare providers build valuable brands that patients trust and admire?
- **Healthcare Marketing Communications** – Billboards advertising hospitals and clinics are commonplace in many towns and cities. But are they an effective way of marketing healthcare services? If not, what should we be doing instead?
- **Inbound Marketing and Social Media** – Facebook, Twitter and other social media channels, as well as electronic newsletters and blogs, have revolutionised marketing. What role can they play in drawing customers to your healthcare facility?

TESTIMONIALS FROM PAST DELEGATES ON IHLM COURSES

CERTIFICATE IN HEALTHCARE LEADERSHIP AND MANAGEMENT

"Ben explained every subject clearly and gave clear feedback for every question raised. I learned a lot of tools that will help me evaluate my team, organisation and programs"

Al Anoud Mohammed Al Thani,
Manager Health Promotion,
Supreme Council of Health, Qatar

IHLM CERTIFICATE IN HEALTHCARE INNOVATION & CHANGE

"Ben has a full grip of the subject matter and communicated the information very well. He shared his ideas and guiding points for my unique situation. My organisation is going through change and the training and course material are appropriate and well-needed."

Zareem Quraishi,
Director, HIM, KSA

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Course Fee Before 27 May 2018	Course Fee Before 01 July 2018	Final Fee
US\$ 4,495	US\$ 4,995	US\$ 5,495

Pricing excludes 5% VAT, which will be charged where applicable

*Book and pay full fee for two colleagues and the third attends for FREE

- Not applicable in conjunction with corporate discounts
- Payment to be settled before start of the course to avail the offer
- The 3 for 2 offer is valid on full price final fee registration only

Course fees include documentation, luncheon and refreshments. Delegates who attend all sessions will receive a Certificate of Attendance.

All registrations are subject to our terms and conditions which are available at www.informa-mea.com/terms. Please read them as they include important information. By submitting your registration you agree to be bound by the terms and conditions in full.

DELEGATE DETAILS

FIRST NAME: _____ SURNAME: _____

JOB TITLE: _____ COMPANY: _____

ADDRESS: _____ POSTAL CODE: _____

COUNTRY: _____ CITY: _____

TEL: _____ FAX: _____ MOBILE: _____

EMAIL: _____

BC7321

EVENT VENUE

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ACCOMMODATION DETAILS

We highly recommend you secure your room reservation at the earliest to avoid last minute inconvenience. You can contact the Hospitality Desk for assistance on:
Tel: +971 4 407 2693 Fax: +971 4 407 2517
Email: hospitality@informa.com

FIVE WAYS TO REGISTER

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PAYMENTS

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event. Only those delegates whose fees have been paid in full will be admitted to the event.

AVOID VISA DELAYS – BOOK NOW

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible. Visas for non-GCC nationals may take several weeks to process.

CANCELLATION

- If you are unable to attend, a replacement delegate will be welcomed in your place. If you cancel your registration 57 days or more before the event, you will receive a refund minus a 10% cancellation fee (plus VAT where applicable). Cancellation after 56 days before the event or if you fail to attend the event will be 100% payable. All cancellations must be sent by email to register-mea@informa.com marked for the attention of Customer Services Cancellation.
- All registrations are subject to acceptance by Informa Middle East which will be confirmed to you in writing
- Due to unforeseen circumstances, Informa reserves the right to cancel the course, change the programme, alter the venue, speaker or topics
- For full details, please visit www.informa-mea.com/terms-and-conditions-for-delegates

