Healthcare Marketing and Public Relations Strategies Training Course

21 - 25 Dec 2026

Lisbon

4500 € (Per Person)

Ref: #HOS6635_110697

Course Introduction / Overview:

In today's competitive and patient-centric landscape, effective marketing and public relations are no longer optional for healthcare organizations but are critical components of sustainable growth and community trust. This comprehensive training course is meticulously designed to equip professionals with the specialized skills needed to navigate the unique challenges and ethical considerations of the healthcare industry. Participants will delve into a curriculum that bridges classic marketing principles with the regulatory and patient-driven realities of modern healthcare. We will explore concepts championed by marketing authorities like Philip Kotler, whose work in "Strategic Marketing for Health Care Organizations" emphasizes the shift towards value-based patient relationships. This program, offered by BIG BEN Training Center, moves beyond theory to provide actionable strategies for building a strong brand reputation, managing crises effectively, and implementing digital marketing campaigns that are both engaging and compliant. From understanding the patient journey to leveraging data analytics for measurable results, this course provides a complete A-to-Z toolkit for transforming your organization's outreach and communication efforts, ensuring you can build lasting connections with patients and stakeholders.

Target Audience / This training course is suitable for:

- Healthcare Marketing Managers and Directors.
- Public Relations and Communications Specialists in the medical field.
- Hospital and Clinic Administrators.
- Business Development Managers in healthcare.
- Physician Liaisons and Relations Officers.
- Healthcare Entrepreneurs and Practice Owners.
- Patient Experience and Engagement Officers.
- Public Health Officials responsible for campaigns.
- Marketing professionals seeking to specialize in the healthcare sector.

Target Sectors and Industries:

- Hospitals and Medical Centers.
- Private Clinics and Specialized Practices.
- Pharmaceutical and Biotechnology Companies.
- Medical Device and Technology Manufacturers.
- Long-Term Care and Rehabilitation Facilities.
- Home Healthcare Agencies.
- Health Insurance Providers.
- Wellness and Preventive Health Centers.
- Governmental bodies such as Ministries of Health and public health agencies.
- Non-Profit Health Organizations.

Target Organizations Departments:

- Marketing and Communications Department.
- Public Relations Department.
- Business Development and Strategy Department.
- Patient Relations and Services Department.
- Hospital Administration and Management.
- Community Outreach and Engagement Department.
- Digital Strategy and Social Media Teams.
- Corporate Affairs Department.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop comprehensive marketing plans tailored to specific healthcare services.
- Implement ethical and HIPAA-compliant digital marketing strategies.
- Manage the organization's reputation and handle media relations effectively.
- Execute successful public relations campaigns to build community trust.
- Master crisis communication protocols for healthcare-related incidents.
- Enhance patient engagement and loyalty through targeted communication.
- Analyze marketing campaign performance using key healthcare metrics.
- Build a strong and recognizable healthcare brand identity.
- Leverage content marketing to educate and attract new patients.
- Navigate the legal and ethical landscape of healthcare advertising.

Course Methodology:

This training course from BIG BEN Training Center employs a dynamic and interactive learning methodology designed for maximum skill acquisition and retention. We believe in learning by doing, which is why the program is heavily centered on practical application. The methodology combines expert-led presentations with immersive case studies drawn from real-world healthcare marketing successes and failures. Participants will engage in collaborative group workshops to design marketing campaigns for hypothetical healthcare scenarios, fostering teamwork and creative problem-solving. Interactive sessions, Q&A panels, and facilitated discussions will encourage the sharing of diverse perspectives and experiences. Role-playing exercises, particularly for crisis communication and media interviews, will provide a safe environment to practice and refine critical skills. Continuous feedback from the instructor and peers is a cornerstone of our approach, ensuring participants can immediately apply their learning and build confidence. The training environment is designed to be supportive and engaging, transforming theoretical knowledge into practical, real-world competence.

Course Agenda (Course Units):

Unit One: Foundations of Modern Healthcare Marketing

- The unique ecosystem of healthcare marketing and public relations.
- Ethical considerations and regulatory frameworks (including HIPAA).
- Understanding the modern patient journey and decision-making process.
- Conducting effective market research and competitor analysis in healthcare.
- Developing a patient-centric marketing mindset.
- Segmentation, targeting, and positioning for healthcare services.
- Integrating marketing and PR with overall organizational strategy.

Unit Two: Digital Marketing Strategies for Patient Acquisition

- Crafting a compelling healthcare website and user experience.
- Content marketing for patient education and engagement (blogs, videos, articles).
- Social media marketing for healthcare providers and building online communities.
- Email marketing and patient nurturing campaigns.
- Paid advertising (PPC) strategies for healthcare services.
- Local SEO essentials for clinics and hospitals.
- Managing online reviews and patient testimonials.

Unit Three: Strategic Public Relations and Reputation Management

- Building and maintaining positive relationships with the media.
- Writing effective press releases and media kits for healthcare announcements.
- Proactive reputation management and brand monitoring.
- Developing a robust crisis communication plan.
- Managing sensitive information and patient privacy in PR.
- Organizing community outreach programs and health events.
- Leveraging thought leadership and expert positioning for medical staff.

Unit Four: Building a Powerful Healthcare Brand and Patient Experience

- Defining your healthcare organization's brand identity and value proposition.
- The role of internal communications in brand consistency.
- Strategies for enhancing the end-to-end patient experience.
- Developing patient loyalty and referral programs.
- Physician relations and referral network marketing.
- Environmental branding within healthcare facilities.
- Measuring patient satisfaction and its impact on marketing.

Unit Five: Analytics, ROI, and Future Trends in Healthcare Marketing

- Identifying key performance indicators (KPIs) for healthcare marketing.
- Using analytics tools to track campaign success and ROI.
- Data-driven decision-making for budget allocation.
- The rise of telehealth and strategies for marketing virtual care.
- Marketing innovations in personalized medicine and patient technology.
- Future trends in healthcare consumerism.
- Developing a final integrated marketing and PR plan.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an increasingly competitive healthcare market, how can organizations ethically market their services to attract patients without commodifying health and well-being?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by focusing intently on the critical intersection of marketing strategy and the profound ethical responsibilities inherent in the healthcare sector. Unlike generic marketing programs, every module is specifically contextualized for the healthcare environment, addressing real-world challenges such as patient privacy regulations, the sensitivity of health-related messaging, and the imperative of building trust. We move beyond theoretical models to immerse participants in practical, industry-specific case studies, dissecting both successful campaigns and cautionary tales from hospitals, pharmaceutical companies, and public health initiatives. The curriculum is uniquely structured to integrate public relations and marketing, recognizing that in healthcare, reputation and patient acquisition are deeply intertwined. Furthermore, the course is forward-looking, dedicating significant time to emerging trends like telehealth marketing and data analytics for patient journey mapping. Participants will not just learn marketing techniques; they will master the art of communicating with empathy, building authentic community relationships, and ultimately driving organizational growth in a manner that honors the core mission of patient care.