Strategic Public Relations Planning for Healthcare & Pharmaceutical Organizations Training Course



08 - 12 Nov 2026

Manama

4400 € (Per Person)

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Course Introduction / Overview:

Public relations in the healthcare and pharmaceutical sectors is a highly specialized field, requiring a deep understanding of complex regulations, ethical considerations, and public trust. This course, offered by BIG BEN Training Center, is designed to give you the skills to develop and execute powerful PR strategies that protect and enhance your organization's reputation. We will explore key ideas from academic experts like Kathy Fitzpatrick, who co-authored "Public Relations and the Law," which provides a crucial framework for navigating the legal challenges of the industry. The program covers everything you need to know about communicating scientific information to a lay audience, managing the media during a public health crisis, and building trust with patients and healthcare providers. We will focus on navigating the complexities of regulatory bodies and ensuring your message is both accurate and compliant. By the end of this training, you will be able to handle the unique communication challenges of the healthcare and pharmaceutical sectors, building a reputation for transparency, credibility, and leadership.

Target Audience / This training course is suitable for:

- Public relations and communications professionals in healthcare.
- Pharmaceutical brand and marketing managers.
- Patient advocacy and public affairs specialists.
- Corporate communications staff in hospitals and health systems.
- Medical science liaisons and clinical trial communicators.
- Regulatory affairs professionals.
- Government relations staff working with health policy.

Target Sectors and Industries:

- Pharmaceutical and biotechnology companies.
- Hospitals and healthcare providers.
- Medical device manufacturing.
- Public health and government agencies.
- Health insurance and managed care.
- Research and development organizations.
- Non-profit health advocacy groups.

Target Organizations Departments:

- Public Relations and Corporate Communications.
- Marketing and Brand Management.
- Patient Advocacy and Relations.
- Regulatory Affairs.
- Medical Affairs.
- Public Affairs and Government Relations.
- Legal and Compliance.

Course Offerings:

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

- Develop a strategic public relations plan tailored for the healthcare industry.
- Translate complex scientific and medical information into clear, accessible messages.
- Navigate regulatory requirements and ethical guidelines in communications.
- Manage media relations for product launches and clinical trial results.
- Plan for and respond to a public health crisis.
- Build trust with key stakeholders, including patients, providers, and policymakers.
- Use digital channels to communicate health information responsibly.
- Measure the impact of communications on brand reputation and public trust.

Course Methodology:

Our training uses a practical, hands-on approach that gets you ready for the specific challenges of PR in the healthcare and pharmaceutical sectors. We go beyond theoretical concepts, using a mix of real-world case studies to illustrate what works and what doesn't. You will work on group projects, developing a comprehensive PR plan for a new drug launch or a public health campaign. This hands-on experience helps you apply what you learn in a safe environment. BIG BEN Training Center’s instructors, who are all seasoned professionals with backgrounds in healthcare communications, will provide personalized feedback. We will also use role-playing exercises where you can practice handling a tough media interview about a clinical trial or a product recall. The course includes workshops on using industry-standard tools for media monitoring and social listening, so you are ready to use them on the job. Our goal is to make sure you have the skills you need to succeed from day one.

Course Agenda (Course Units):

Unit One: Foundations of Healthcare & Pharmaceutical PR

- Understanding the unique media and regulatory landscape.
- The importance of ethics and compliance in communications.
- Building a strategic PR plan that aligns with business and patient outcomes.
- The role of public relations in building and maintaining public trust.
- Navigating the relationship between corporate, medical, and legal teams.
- The patient as a key stakeholder.
- The challenge of communicating in a high-stakes, high-scrutiny environment.

Unit Two: Scientific and Technical Communication

- How to translate complex scientific data for a lay audience.
- The art of crafting a compelling and compliant press release.
- Preparing subject matter experts and scientists for media interviews.
- Communicating clinical trial results and research findings.
- The importance of accuracy and clarity in all communications.
- Using visuals and data to simplify complex information.
- Best practices for communicating during a medical conference.

Unit Three: Product Launches and Media Relations

- Strategic planning for a new product or drug launch.
- Building a media relations program for the healthcare sector.
- Managing relationships with medical reporters and trade journalists.
- The importance of a well-defined media policy.
- Best practices for handling on-site media at events and conferences.
- How to manage and respond to news about competitors.
- Using a product launch to build brand reputation.

Unit Four: Crisis and Issues Management

- Identifying potential risks and crises, from product recalls to data breaches.
- Developing a robust crisis communication plan.
- Communicating with the public, patients, and healthcare providers during a crisis.
- The importance of speed, transparency, and empathy.
- How to manage and respond to misinformation and rumors.
- The role of public relations in managing a public health crisis.
- Rebuilding and restoring public trust after an event.

Unit Five: Emerging Trends and Digital PR

- The role of digital channels and social media in healthcare communications.
- Communicating with online patient communities.
- Using data and analytics to measure the impact of PR efforts.
- The importance of influencer relations in the medical field.
- The future of PR in the world of telemedicine and AI.
- How to stay on top of a rapidly changing industry.
- The ethical implications of digital healthcare communications.

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 a highly regulated and scrutinized field, how can a public relations professional effectively communicate complex scientific and medical information to the public in a way that is both engaging and completely compliant with legal and ethical standards?

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

This training course is different because it focuses on the complex and highly regulated world of healthcare and pharmaceutical public relations. While many PR courses offer general advice, this program gives you a deep understanding of the specific challenges and opportunities of this industry. We go deep into topics like regulatory compliance, scientific communication, and crisis management, which are essential for anyone working in this field. The program is highly practical, with case studies and hands-on exercises that mirror the real-world situations you will face. Our instructors are seasoned professionals with a deep understanding of the industry. This course is for anyone who wants to turn a passion for health and wellness into a powerful, ethical career in communications, ensuring their brand's message is heard and trusted.