BLACKBIRD FOR TRAINING

Healthcare Marketing Fundamentals

21 – 25 June 2027
Cape Town (South Africa)



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Introduction

Healthcare organizations today are operating in an increasingly competitive environment, alongside rising patient expectations and rapid digital transformation. Marketing in healthcare is no longer optional. It has become a critical function for building trust, improving patient engagement, and supporting sustainable organizational growth.

The Healthcare Marketing Fundamentals Course is specifically designed for professionals with limited or early-stage experience in marketing who work within healthcare environments. The course provides a clear, practical, and structured introduction to marketing concepts tailored to clinics, hospitals, and healthcare services.

Whether you work in a private clinic, hospital administration, medical services, or healthcare support functions, this course equips you with essential skills to communicate value ethically, attract patients responsibly, and strengthen your organization's market presence.

Course Objectives

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

- Understand the fundamentals of marketing within the healthcare sector.
- Recognize how healthcare marketing differs from traditional commercial marketing.
- Build essential marketing knowledge suitable for professionals with limited experience.
- Apply ethical, patient-centered marketing practices.
- Develop simple and effective marketing plans for healthcare services.
- Improve patient communication, engagement, and trust.
- Use digital and traditional marketing tools appropriately in healthcare settings.
- Contribute effectively to healthcare marketing activities.



Course Outlines

Day 1: Introduction to Healthcare Marketing

- Overview of marketing concepts in healthcare.
- The role of marketing in private clinics and healthcare organizations.
- Key differences between healthcare marketing and general marketing.
- Understanding patients as customers while maintaining ethical standards.
- Core healthcare marketing terminology and principles.
- Case discussion: Marketing challenges in private clinics.

Day 2: Patient-Centered Marketing and Communication

- Understanding patient needs, expectations, and behavior.
- Building trust and credibility in healthcare communication.
- Branding fundamentals for healthcare providers.
- Communicating medical services clearly and responsibly.
- Managing patient experience as a marketing asset.
- Practical exercise: Mapping the patient journey.

Day 3: Digital Marketing Basics for Healthcare

- Introduction to digital marketing in healthcare.
- Website fundamentals for clinics and medical services.
- Social media use in healthcare: opportunities and limitations.
- Content basics for health education and engagement.
- Managing online reputation and patient reviews.
- Exercise: Identifying suitable digital channels for a clinic.

Day 4: Marketing Planning and Compliance in Healthcare

- Developing a simple healthcare marketing plan.
- Budgeting basics for healthcare marketing activities.
- Legal, ethical, and regulatory considerations in healthcare marketing.
- Data privacy and patient confidentiality in marketing activities.
- Measuring basic marketing performance and outcomes.
- Workshop: Drafting a basic marketing plan for a healthcare service.



Day 5: Practical Application and Review

- Review of key healthcare marketing concepts.
- Common mistakes in healthcare marketing and how to avoid them.
- Applying marketing strategies in small or resource-limited settings.
- Final knowledge review and practical discussion.
- Individual presentation: A simple marketing approach for a clinic.
- Course wrap-up and professional development guidance.

Why Attend This Course: Wins & Losses!

- Ideal for beginners and professionals with limited marketing experience.
- Clear and practical introduction to healthcare marketing fundamentals.
- Strong focus on ethical, patient-centered marketing practices.
- Improved confidence in planning and communicating healthcare services.
- Practical tools that can be applied immediately in clinics and hospitals.
- Solid foundation for future professional growth in healthcare marketing.

Conclusion

The Healthcare Marketing Fundamentals Course delivers a structured and accessible learning experience for professionals entering the field of healthcare marketing. With a strong emphasis on ethics, patient engagement, and practical application, the course enables participants to support marketing activities confidently and responsibly.

Participants complete the course with a solid foundation that can be applied immediately within clinics, hospitals, and healthcare organizations, contributing to stronger communication, improved patient relationships, and sustainable market presence.

