

Healthcare Marketing Fundamentals

Cape Town (South Africa)

21 - 25 June 2027

UK Training

PARTNER

A photograph of chess pieces on a checkered board. In the foreground, a large gold king piece stands prominently. To its left is a smaller silver pawn. Further back and to the left is another silver pawn. The background features concentric circles, suggesting a target or focus.

Healthcare Marketing Fundamentals

Code: CC32 From: 21 - 25 June 2027 City: Cape Town (South Africa) Fees: 4200 Pound

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.

The logo for UK Training Partner features the text 'UK Training' in a small, black sans-serif font, with 'PARTNER' in a large, bold, black sans-serif font below it. The background of the logo is a stylized chessboard with a king piece and a pawn piece.

- 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.

A graphic featuring the text 'UK Training PARTNER' in black, with 'PARTNER' in a larger, bold font. The text is positioned above a chessboard with several chess pieces (a king, a queen, a rook, and a knight) on it. The chessboard is white and black, and the pieces are gold and silver.



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.

A graphic of a chessboard with alternating light and dark squares. Three chess pieces are visible: a silver pawn, a silver king, and a gold king. Concentric circles emanate from behind the gold king piece.

UK Training
PARTNER

Head Office: +44 7480 775 526
Email: Sales@blackbird-training.com
Website: www.blackbird-training.com

Blackbird Training Clients

 MANNAI CORPORATION MANNAI Trading Company WLL, Qatar	 GAC UNE FILIALE D' EGA Alumina Corporation Guinea	 Booking.com Booking.com Netherlands	 OXFAM Oxfam GB International Organization, Yemen	 Capital Markets Authority Kuwait
 Waltersmith Waltersmith Petroman Oil Limited Nigeria	 QNB Qatar National Bank (QNB), Qatar	 Qatar Foundation Qatar	 AFRICAN UNION ADVISORY BOARD ON CORRUPTION Tanzania	 KFAS KFS Kuwait
 Reserve Bank of Malawi Malawi	 Central Bank of Nigeria Nigeria	 Ministry of Interior Kingdom of Saudi Arabia Ministry of Interior, KSA	 Mabruk Oil Company Libya	 Saudi Electricity Company KSA
 BPKH Badan Pengelola Keuangan Haji BADAN PENGELOLA KEUANGAN Haji, Indonesia	 NATO Italy Italy	 ENI ENI CORPORATE UNIVERSITY, Italy	 GULF BANK Gulf Bank Kuwait	 General Organization for Social Insurance KSA
 Defence Space Administration Nigeria	 National Industries Group (Holding) Kuwait	 Hamad Medical Corporation Qatar	 USAID Pakistan	 STC STC Solutions, KSA
 North Oil Company North Oil company,	 EKO Electricity EKO Electricity	 OMAN BROADBAND Oman Broadband	 UNITED NATIONS UN.	 Authority for Electricity Regulation, Oman Authority for

UK Training
PARTNER

Blackbird Training Categories

Management & Admin

Entertainment & Leisure
Professional Skills
Finance, Accounting, Budgeting
Media & Public Relations
Project Management
Human Resources
Audit & Quality Assurance
Marketing, Sales, Customer Service
Secretary & Admin
Supply Chain & Logistics
Management & Leadership
Agile and Elevation

Technical Courses

Artificial Intelligence (AI)
Sustainability, ESG & Corporate Responsibility
Advanced Courses
Hospital Management
Public Sector
Special Workshops
Oil & Gas Engineering
Telecom Engineering
IT & IT Engineering
Health & Safety
Law and Contract Management
Customs & Safety
Aviation
C-Suite Training