

## **Empowered Healthcare Specialist**

Do you want to discover how healthcare businesses can attract and retain loyal patients in a crowded market?

Are you ready to learn the secrets of combining care, innovation, and business strategy in healthcare?

What if mastering customer-building skills could be the missing link to growing your healthcare organisation successfully?

### **Introduction**

Healthcare industries become more challenging. Clients and consumers are becoming more health-conscious. At the same time, the choice of health care services increases. To survive in the industries, they have to be more innovative and creative to provide ultimate service to customers. Without innovation and creativity strategies, the health care industries would have challenged to survive and sustain in the global and dynamic sectors. It does cover the basic, several innovative methods, several pre-tested, proven techniques, and it also has a section in it to change your belief about yourself. This certification program was designed with the idea that several different healthcare industry disciplines could benefit from the strategies put forth. The skill of reaching out to the clients could be the only limitation that healthcare professionals. Join the program to boost up and find the missing link to boost your productivity.

### **Program Objectives**

This program aims to:

- Equip health care professionals with the essential skills to manage their practice.
- Stimulate innovation and creativity among health care professionals on reaching out to their clients to provide authentic services.
- Obtain a holistic approach as to the physical things to be created (body), the mental attitudes and habits needed to be successful (mind), and increasing one's prosperity consciousness (spiritual).

### **Learning Outcomes**

After completing this program, participants should be able to:

- Experience hands-on skills to manage a health care centre (Hospitals, clinics, pharmacies, psychology centres, counselling centre, physiotherapy centre and rehabilitation centres)

- Create successfully, innovative and creative strategies to reach out to your clients
- Capture and provide an authentic service at low-cost strategies

### Who should attend?

Health Care Business Owners, Medical Officers, Doctors, Medical Practitioners, Hospital Managers, Healthcare Consultants, Pharmacists, Physiotherapist, Psychotherapist, Psychologists, Counsellors, Nutritionist, Homeopaths, Social Workers, Entrepreneur as well as anyone who wish to acquire in-depth knowledge on health care business.

### Methodology

Case studies, forum discussion, role-play, presentations, gamification

### Program Outline

Time	Day One
9.00am– 10.30am	<p><b>Introduction and Assessing Nature of Your Business</b></p> <p>In this module, the participants would understand the nature of running a healthcare business. The participants would understand the “DO” and the “DON’T” when running a healthcare business.</p>
10.30am-11.00am	<p><b>Morning Break</b></p>
11.00am-1.00pm	<p><b>Listen to Your Customers</b></p> <p>In this module, the participants learn how to listen to their customers. The participants would learn techniques such as observation, active listening, collecting feedback in this module to determine the customers' needs and wants.</p>
1.00pm-2.00pm	<p><b>Lunch</b></p>
2.00pm-3.30pm	<p><b>Constructing a Sustainability Reach Out Plan</b></p> <p>It is not legal to advertise healthcare services, especially medical services. However, what is the best way to reach out? So, what is the marketing channel? This module would enable the participants to think out of the box to address this issue.</p>
3.30pm-4.00pm	<p><b>Tea Break</b></p>

<b>4.00pm-5.00pm</b>	<b>Developing Strategies to Reach Out your Clients</b>  In this module, the participants would learn the 7Ps Marketing Strategy. In addition, the participants would learn through a case study how to apply 7Ps into the strategy.
<b>Time</b>	<b>Day Two</b>
<b>9.00am– 10.30am</b>	<b>Action Speak Louder than Word</b>  The participants would execute the 7Ps strategy in this module. At the same time, the participants would review the strategy and create a contingency plan to make the strategy to be successful.
<b>10.30am-11.00am</b>	<b>Morning Break</b>
<b>11.00am-1.00pm</b>	<b>From Word of Mouth to World of Mouth</b>  In this module, the participants would learn the power of the internet to reach out to the client. In addition, the participants would learn various mediums and the strengths and weaknesses when executing the strategy.
<b>1.00pm-2.00pm</b>	<b>Lunch</b>
<b>2.00pm-3.30pm</b>	<b>Social Media as the New Platform</b>  Social media such as Facebook Live, Twitter, and broadcasting are always a good choice of social media to reach out to the customer. By educating the customers, brand loyalty would be created.
<b>3.30pm-4.00pm</b>	<b>Tea Break</b>
<b>4.00pm-5.00pm</b>	<b>Service Customers with Heart and Soul</b>  The Healthcare industry is a people industry. Therefore, the marketing strategy must include the “humane” elements for the customers to get the ultimate customer satisfaction.