

Strategic Consulting and Implementation Consortium

Superior strategies to managing **People Systems Processes Products Projects Programmes Finances** to deliver triple bottom-line

Development Consultants



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Partnering to tackle the world's development problems!

About SCIC

We are a new generation development consulting company based in London. We undertake extensive research on social, environmental, economic and political development challenges in the mix. We undertake the crafting of integrated development strategies for implementation; and provide advice to governments, businesses and individuals focusing on needs and peculiarities of the customer. Our key drivers are high ethical values, quality and social enterprise.

Developing and marketing healthcare solutions

Training Introduction

Healthcare is increasingly attracting the interest of private investments. It represents a huge market in many economies requiring value delivery. Present level of activities in healthcare in many countries suggests that innovation in products and services development and delivery are needed. This will require investments from the public and private sectors. This training will expose participants to healthcare marketing strategies that can positively impact the entire value chain, and position healthcare organisations at advantage.

Training Objectives

This training is intended to orient healthcare marketing managers and officers with best-practice marketing tools to deliver value to market place and return on investment to shareholders. It will train participants to shift from product orientation to health service users' orientation; understanding and considering the needs of service users, and satisfying them.

Who will benefit?

- Managers of healthcare organisations
- Marketing officers of healthcare providers, pharmaceutical companies and Health Maintenance Organisations
- Human Resources Managers of large organisations buying healthcare for employees
- Administrators and managers of public healthcare organisations

Expected benefits to participants at the end of the training

- Understand global and local challenges affecting healthcare industry
- Better understanding of Pharmaceutical marketing and industry challenges
- Understanding of healthcare products and services, and derived value
- Learn how to develop healthcare interface products and market successfully

Duration

2 days

Location of Training

London, U.K.

This training can be conducted in-house on request. Please contact us if you require this service.

Training fee

Standard course fee would cover instructing, course materials, certificate of attendance, sightseeing and lunch. The course can however be organised as a packaged short training programme to include airport pickup, London city transportation and lodging.

Individuals – £950.00 (standard fee)

Organisations sponsoring three or more person (10% discount) - £855.00

Travel

Participants are encouraged to make personal arrangements early. We are able to provide general advice where this may be required

For additional information please contact us:

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This course is promoted subject to our [terms and conditions](#).