

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.

Marketing Management strategies for Pharmaceutical and Healthcare managers

Training Introduction

This training has been designed to expose managers in healthcare and pharmaceutical companies to the challenges that their industries face and what is required to deal with these challenges. Managers and business leaders in healthcare more than ever before would need to have new and better ways of thinking in managing the life cycle of products and services to deliver value. They would need to face the ethical dilemma of social responsibility and commercial viability for reconciliation. Marketing products and services require education, understanding and ownership by end users.

Training Objectives

- Understand the peculiar environment of healthcare and the needs of end users of products and services.
- Examine the dynamics of healthcare and pharmaceutical environments, and how to manage to deliver value.
- Learn how to design superior strategies that support the value chain.
- Structure financing and marketing to recover R & D costs and return on investment to encourage future investments in healthcare.

Who will benefit?

- Managers in healthcare industry
- Managers in pharmaceutical industry
- Marketing officers in healthcare and pharmaceutical industries

Expected benefits to participants

- Analyse local and global healthcare environments
- Expose opportunities in healthcare and pharmaceutical industries
- Learn how to win the confidence of end users of healthcare and pharmaceutical products and services
- Increase sales and profitability of your organisation

Duration

2 days

Location of Training

London, U.K.

This training can be conducted in-house on request.

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 – £1450.00 (standard fee)

Organisations sponsoring two or more person (10% discount) - £1305.00

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](#).