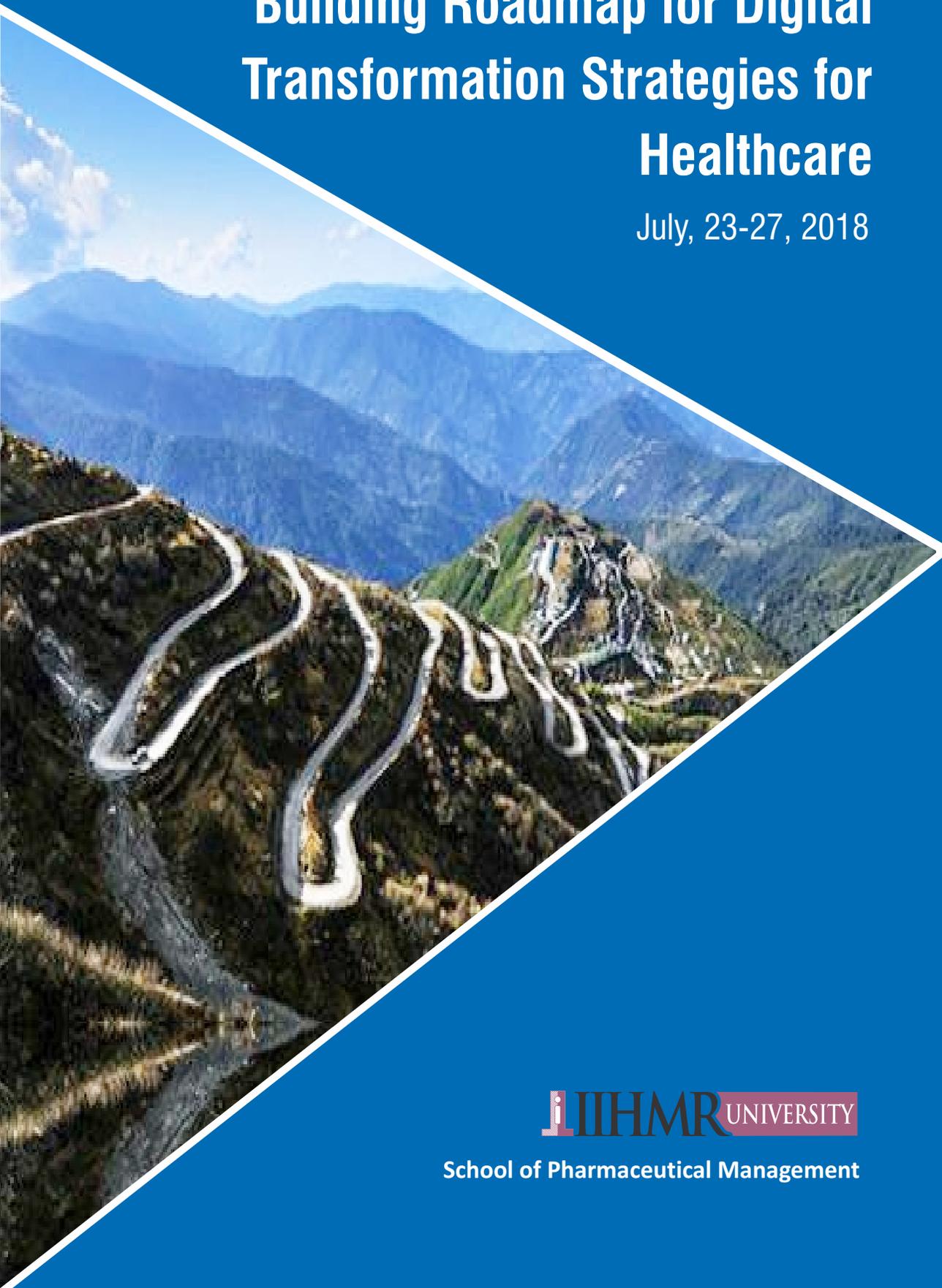


Management Development Program

on

# Building Roadmap for Digital Transformation Strategies for Healthcare

July, 23-27, 2018



**IIHMR** UNIVERSITY

School of Pharmaceutical Management

## Digital Transformation

### Why Digital Transformation?

The global digital transformation has only just begun; every industry is undergoing some level of digital disruption, and the transformation is only in its infancy. No Healthcare company has yet completed digital transformation. The future of Healthcare will be digital. That much is certain. The industry might have been slow to feel digital technology's impact, protected by regulation, the size of companies' in-force portfolios, and customers' tendency to stay put with their healthcare providers. But the pressure is mounting. In Healthcare, a handful of direct carriers already enjoy the lion's share of profits. Disruption of other lines of business will surely follow. Distribution channels, products, underwriting technology, competitors, and even business models will shift as technology attacks market inefficiencies and customer expectations evolve.

Top executives are facing the digital reality as they know that:

- digital technology can significantly improve the business performance,
- the first movers will have an advantage,
- digital can give rise to new business models too.

### Objectives

The course is designed to provide in-depth knowledge of Digital and Social Media Marketing tools. At the end of the course the participants will be able to:

#### 1. To make SUCCESS predictable:

With the help of Digital, one can find patterns in data and can avoid risks and spot opportunities. It's challenging to know which offers and products would make the ideal customer experience. Being able to identify upcoming risks and anomalies, and what causes them, can make or break the organization. Most of your team, even if they have data, it's hard to understand it.

#### 2. To help management professionals develop transformation management capabilities

The management professional seeks to understand key transformation management practices i.e. Transformative Vision, Digital governance, Engagement, IT-Business relationships

#### 3. To help develop insights in context to the digital Transformation journey

Marketers need to know the domains of excellence and how to establish linkages between them esp. in context to Data integration with Customer facing domains (Social Media, Customer experiences and Mobile marketing) Operational processes (Analytics, Process digitization, Internal collaboration).

#### 4. To develop habit of customer foresight, a site is your marketing opportunity.....

Your customers expect you to anticipate their needs and wants. (Cloud computing is a set of integrated solutions that let you create an environment where customers get what they want, when they want it).

#### 5. Learning & applying analytical tools for Strategic and Digital operational decision making.

#### 6. Learning and adopting models of Digital excellence.

### Content

- Traditional Marketing role in Digital Marketing
- Integrating Digital Marketing mix and creation of shared vision
- Digital Technology -S.M.A.C.T. and building awareness
- Design Thinking (in context to changing behavior of customers)
- Building digital governance and funding transformation
- Journey -Mind share to Market share (learning Cust. engagement strategies)
- Building foundation skills through "Structured Digital Platform
- Data Analytical thinking (including data mining methodology)
- Artificial Neural Networks; Nearest Neighbor approaches and Market Basket analysis
- Web Data Analytics -SEO PPC, email marketing
- Measuring and Monitoring Digital initiatives
- Online reputation management

## What Will You Gain

- Better decision-making process (quality and relevance)
- Faster decision-making process
- Better alignment with existing strategy
- Realizing cost efficiency
- Responding to user needs for availability of data on a timely basis
- Improved competitiveness
- Producing a single, unified view of enterprise information
- Synchronizing financial and operational strategy
- Increasing revenues
- Sharing information with a wider audience

## Who Should Attend

All Pharmaceutical/Healthcare Field Managers working as

- Sales/Marketing Heads
- Digital Marketing heads/specialist
- Business Analyst
- Commercial Excellence Managers
- Product/Marketing Executives/Managers
- Group Product Managers
- Academicians
- Research scholars
- Social and Digital Media Strategic planners
- PR & Media Managers

## Training Approach

Using case studies, field work, classroom practice sessions, and interactions. In-class discussions and hand on practice sessions will provide the opportunity for participants to apply newly learned tools and techniques which would help in gaining confidence and to apply in your own business units or organizations.



## Resource Persons

- **Dr. Sandeep Narula** (Program Coordinator, Associate Professor, IIHMR, Jaipur)
- **Mr. Deep Bhandari** (Ex Business Unit Head-Multiple Sclerosis-MS, UCB, Mumbai)
- **Mr. Salil Kallianpur** (Founder- Digital Transformation Lab, Mumbai)
- **Mr. Dinesh Chindarkar** Co-Founder-Mediamedic Communications, Mumbai

## Duration and Venue

The MDP is of 5 days duration. The program will start on Monday 23rd July 2018 and will conclude on Friday, 27th July 2018. The program is scheduled to be held at IIHMR University, Jaipur.

## Certification

A certificate of participation on completion of the program will be issued by IIHMR University, Jaipur.

## Programme Fee

**Indian Participants:** Rs.37,500 per participant plus tax as applicable

**Foreign Participants:** USD700 per participant plus tax as applicable

The fee covers tuition fee, training material, stay in air-condition in groom (twin-sharingbasis), breakfast, lunch, dinner, tea/coffee during the program and pick-up and drop from Jaipur airport/railway station/bus-stand.

**Early Bird Discount:** Nominations received with payments on or before 4 weeks (23rd June. 2018) will be entitled to an early bird discount of 10%.

**Group Discount:** Any organization sponsoring four or more participants to the program will be entitled to a discount of 20% on total fee payable provided that at least four participants actually attend the program.

**Maximum Discount:** Organization can avail themselves of both the discounts subject to a maximum discount of 20%.

## Nominations

Nomination forms duly filled-in along with the Demand Draft made out in favor of "IIHMR University, Jaipur" payable at Jaipur should reach the following address:

### Program Officer- Training

The IIHMR University  
1, Prabhu Dayal Marg, Near Sanganer Airport  
Jaipur, India  
Phone: 0141-3924700 (30Lines) Fax: 0141-3924738  
Email: training@iihmr.edu.in

## About the University

The IIHMR University, Jaipur is an institution dedicated to improvement in standards of health through better management of healthcare and related programs. It seeks to accomplish this through management education, training, research, consultation and institutional networking in a national and global perspective. The IIHMR has been designated as *WHO collaborating Center for District Health Systems based on Primary Health Care*. The Ministry of Health and Family Welfare, Government of India has identified the IIHMR as an *Institute of Excellence* for training and capacity building. For more information please visit our website [www.iihmr.edu.in](http://www.iihmr.edu.in)

