



Confederation of Indian Industry



CII - Suresh Neotia Centre
of Excellence for Leadership



OutThink

Strategy Session

18 October 2023 | Virtual Platform

Healthcare Marketing: Strategies for Creating Value in the Patient Experience



Dr. Kerri M. Camp is a Professor of Marketing and former Associate Dean at The University of Texas at Tyler. She is a co-author of the book "Healthcare Marketing –Strategies for Creating Value in the Patient Experience". A new book titled "Healthcare Marketing Strategies for Success" will be released in 2024. Her primary research focus is healthcare management issues including the role of patient satisfaction and value in healthcare. Her research has been published in the Journal of Consumer Behaviour, Journal of Business Research, Journal of Marketing Theory and Practice, among others. Dr. Camp has many years of industry experience in healthcare administration and marketing consulting for healthcare organizations and has served on multiple boards and advisory committees. She has received numerous awards including the 2017 Provost Excellence in Teaching Award. She holds a PhD from Texas Tech University.

ABOUT THE SESSION

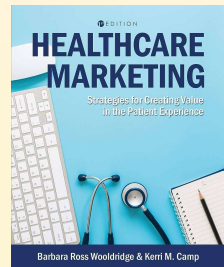
The session focuses on understanding all aspects of patient experience and specific strategies to improve patient satisfaction in clinics and hospitals in India. Marketing theories and relevant research will be discussed.

Key Takeaways:

- Identifying healthcare marketing strategies among competing service lines.
- Improving engagement with patients and family members.
- Importance of empathy by physicians, nurses, and staff members.
- Understanding how patients determine hedonic and utilitarian values.

WHO SHOULD ATTEND

The session is suitable for senior-level healthcare professionals across the healthcare spectrum. Established patient experience leaders, who want to update and expand their knowledge, and individuals who are aspiring to, or preparing for, future patient experience or service excellence roles should also find the session useful.





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Strategy Session

2 November 2023 | Virtual Platform

Analytic Strategies to Amplify Consumer Healthcare Engagement



Kathleen McQuade Ellmore is a nationally recognized expert in consumer and patient engagement. As Co-founder and Managing Partner of Engagys, She brings the best of consumer marketing and data-driven methodologies to healthcare to motivate better health decisions. She has spent over two decades helping healthcare organizations transform their companies to drive consumer behaviour change, lower costs, improve health outcomes, increase revenue, and improve experience. She has been named as a consultant to the first-ever FDA Patient Engagement Advisory Committee (PEAC). She received two Stevie awards, Maverick of the Year, Silver 2015 and Innovator of the Year, Bronze, 2016 for highlighting the greatest challenges and opportunities for improving the lives of people who are afflicted with chronic conditions. Kathleen has an undergraduate degree from the University of New Hampshire and an MBA from the Kellogg School at Northwestern.

ABOUT THE SESSION

This session aims to explore the best way to drive consumer behavior change while increasing revenue, lowering costs, and improving health outcomes, through the use of actionable analytics and data insights that can be garnered from behavioral, demographic and attitudinal information.

WHO SHOULD ATTEND

The session is suitable for senior-level healthcare professionals across the healthcare spectrum. Established patient experience leaders, who want to update and expand their knowledge, and Individuals who are aspiring to, or preparing for, future patient experience or service excellence roles should also find the session useful.

Key Takeways:

- Sharing of best practices from outside of healthcare for motivating consumer behavior change and how to apply those practices to healthcare.
- Identifying the types of data that are most valuable in driving consumer behaviour.
- Delivering actionable strategies that can be employed immediately in your engagement strategies and outreaches.