

Multichannel marketing for healthcare suppliers

4 July 2017 | Birmingham



EVENT OVERVIEW

Over the years, marketing to the NHS has changed significantly. A competitive market, a tough financial climate and the development of new channels, means that the NHS is much more responsive to communications from suppliers and service providers. In fact, the NHS is adopting a multichannel approach to marketing faster than some of its suppliers and service providers.

Multichannel 'surround-sound' marketing is about creating a loud, impact - are you making the right noise?

If you want to get your message across, promote your products and services and demonstrate the effectiveness of your offering to the NHS, then an integrated communication strategy is proven to deliver the best results.

Multichannel marketing for healthcare suppliers, led by industry experts, will give you the confidence to put your strategy in place.

CHAIR



Mark Jones, Director, Iceberg Vision

Mark has vast experience in the pharmaceutical industry. Iceberg Vision uses intelligent digital insight and works collaboratively with global pharmaceutical and healthcare clients to implement customer engagement solutions that shape customer behaviours to 'positively impact the lives of patients'.

EXPERT SPEAKERS



Nick Mayhew, Managing Director, Healthi

Healthi is a specialist healthcare marketing consultancy, established by people who are immersed in the health economy. Nick works with clients to achieve operational and strategic objectives by ensuring that their marketing and communications are imaginative, impactful.



Sarah Eglington, Client Services Director, Wilmington Healthcare

Sarah's career in marketing spans more than 20 years, 10 of which have focussed on healthcare marketing. Sarah has previously been involved in the CIM Medical Marketing Group. She is a published writer on the topic of healthcare marketing.



Matt Cressey, Market Access and Healthcare Director, Optimed Healthcare

With over 20 years' experience in healthcare, Matt has a wealth of experience in re-designing, commissioning and mobilising a range of clinical services and has successfully transformed the strategy of several leading pharma brands.



Andrew Baud, Managing Director, TALA

A strategic communications consultant with a hands-on, practical approach, Andrew has over two decades' experience in branding, communications and public relations. He has worked both in leading consultancies and in senior in-house roles running programmes for a variety of clients.



Steve Mills, Director, Steve Mills Marketing

Steve helps businesses achieve a good return on their marketing investment with an approach he calls 'Prudent Marketing'. He helps businesses drive traffic to their website by developing a digital marketing strategy using SEO, PPC, social media, email marketing, blogging, re-marketing and LinkedIn.

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AGENDA

9.30 Registration

10.00 Welcome and Chair's introduction

Mark Jones

10.05 Creating and delivering an integrated healthcare comms strategy

- Breaking into a cash strapped NHS
- How can you best integrate traditional and digital media/assets?
- Case study examples

Nick Mayhew

10.40 Questions

10.45 Who are you trying to target in healthcare?

Sarah Eglington

11.15 Questions

11.25 Morning tea/coffee

12.00 Marketing to the NHS – what's the reality?

A viewpoint from the NHS on what channels and messages really influence us

Matt Cressey

12.30 Is there anybody out there? Is social media the right channel for engaging with the NHS?

- Does the NHS use social media?
- In which social media channels are your customers?
- Who are they?
- Where to start and what to do?
- Measuring the outcomes

Mark Jones

1.00 Lunch

2.00 Integrating public relations into marketing and business development

- Exploring the role of PR in the marketing mix
- Building a successful PR campaign; the essential elements
- Beginners guide to issues and crisis management

Andrew Baud

2.30 Using social media as a marketing communication tool

- Examples of healthcare groups/healthcare specific case
- Reaching out to healthcare customers via social media
- Practical guide to using social media

Steve Mills

3.00 Question time with afternoon speakers

3.15 Summing up – lessons learnt

3.30 End of the day

