

# **EAST ASIA TRAINING & CONSULTANCY PTE LTD**

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## **Healthcare Skills for Administrators and Supervisors** (1- day seminar)

A Strong Knowledge of Healthcare Skills by Administrators and Supervisors is Key to Success!

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Are you a healthcare administrator with marketing responsibilities? Are you a supervisor or regional director responsible for managing several marketing directors? Administrators are ultimately responsible for ALL operational issues.

This comprehensive, all-inclusive seminar has it all! The basics of healthcare marketing through advanced tactics – everything you need to know to be successful and to motivate your team to be at the top of their game.

This seminar includes what to look for when hiring a dynamic marketing director - what characteristics and requirements do they need to possess.

Whether you're a beginner or a seasoned professional, HEALTHCARE SKILLS for Administrators and Healthcare Supervisors is a great opportunity to build or improve your healthcare marketing program.

### **IN THIS ONE - DAY SEMINAR, YOU WILL LEARN:**

- the philosophy of healthcare marketing including the 4 Key Laws of Human Nature
- the specifics of a successful marketing program including a 5 Step Program for developing a Marketing Plan
- understanding the competitive marketplace and how to identify key referral sources
- learn how to “think like a marketer” for greater impact
- the importance of Customer Service and how it will make the greatest impact on your referrals and customer retention
- the guidelines for creating a marketing budget
- 7 ways to increase your value to your referral sources and six common errors in referral-based marketing
- 10 common mistakes made by administrators when managing marketers
- understanding the role of the marketing director and the 7 Key Attributes of a Successful Healthcare Marketer