

## **TwinTech Academy Business Management, Chennai Conducted a session healthcare marketing on 17<sup>th</sup> June 2017**

---

TwinTech Academy Business Management addresses the challenges of healthcare marketing on 17<sup>th</sup> June 2017

The session started with a warm welcome note and the need for this unique session on healthcare marketing for healthcare managers by Shri A. Mahalingam, Managing Director of TwinTech Academy, he also highlighted that this session is aims to provide participants a comprehensive understanding and practical insight into the knowledge skills and techniques required to efficiently tackle the Healthcare Marketing and its Present scenario

As part of its holistic approach to the management and delivery of healthcare and enhancing every facet of it, TwinTech Academy Business Management Solutions Chennai conducted an in-depth session on one of the most challenging and relatively untouched field of healthcare marketing. The seminar titled “Healthcare Marketing & Leveraging Social Media for Marketing” was held on Saturday, 17<sup>th</sup> June 2017

Healthcare marketing assumes critical importance in view of the corporatization of health care delivery, the emergence of India especially Chennai as a preferred national and international health care destination, the entry of a large number of players into the healthcare arena, greater awareness and rising expectation of patients and their families have made health care delivery a highly exciting and competitive activity.

It should be borne in mind that health care as a service was not professionally marketed in the past. As a sunrise activity healthcare marketing does not have precedents to learn from, it is also governed by norms and ethics laid down by the Health Ministry.

The session was conducted by highly qualified and experience professionals like Mr Murali Subramanian, professor of healthcare marketing, Indian Institute of Knowledge Management (IIKM) and Visiting Management faculty to many B Schools and he also faculty for TwinTech Academy programs.

The session was highly informative with a high level of interactivity. The participants had lots of fun as they played various roles as a part of real-time learning. The feedback given by the participants was excellent.