Marketing for Healthcare and Private Medical Practices

Sales and Marketing

Course Overview

Marketing for Healthcare and Private Medical Practices: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and...

What You Will Achieve

- Explain the core principles and current good practice in Marketing for Healthcare and Private Medical Practices
- Apply practical tools and techniques for Marketing for Healthcare and Private Medical Practices in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Marketing for Healthcare and Private Medical Practices in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

HSE managers and officers, operations and site managers, supervisors, safety representatives and anyone accountable for workplace safety.

Course Outline

1. Foundations of Marketing for Healthcare and Private Medical Practices: principles, terminology and context
2. The business case: why Marketing for Healthcare and Private Medical Practices matters to performance
3. Core tools, frameworks and methods
4. Applying the tools: guided case study and exercises
5. Common pitfalls and how experienced practitioners avoid them
6. Working with stakeholders: communication and influence
7. Measuring results and continuous improvement
8. Personal action planning and course review

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
2 to 6 Nov 2026	Accra	**$1,395**
9 to 13 Nov 2026	Online	**$700**
23 to 27 Nov 2026	Lagos	**$1,550**
7 to 11 Dec 2026	Pretoria	**$1,450**

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Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.