



“Ethically Marketing Your Medical Practice”

TALK FRAMEWORK FOR PFIZER

Who should attend?

- Any Medical Entrepreneur
- Any business owner
- Any Consultant

Duration: 1hr – 2-day

Date:

Time:

Venue:

Your Expert Facilitator

Ian Rheeder, CM (SA)

With abundant experience marketing, *Ian Rheeder* is a registered Chartered Marketer who differentiates himself as a master of both Sales & Marketing Management. Ian is a fulltime Marketing Consultant & Trainer, spending much of his time facilitating Strategic Workshops with Clients. His Sales & Marketing management experience includes 30 international FMCG & B2B brands.



Introduction

This talk is a reality check designed to breathe new life into medical practitioners’ mindsets, whilst also teaching them effective yet ethical marketing and interrelationship skills.

Objectives & Outcomes

Part One -Discover the Marketing discipline

- Discover psychological & competitive positioning
- Revisit the Hippocratic Oath
- HPCSA governs the spirit of what, where and how to advertise
- Ethical and unethical advertising

Part Two - Understanding Knowledge-based Services

- Understand the Wits Business School's 4R Model
- Understand how to effectively market an intangible service
- Understand why professional advice is soothing, even when it's wrong!

Part Three – Marketing Diagnosis

- Understanding the patient's perspective
- Understand the different personality styles of your patients, and adapt your bedside manners accordingly

Part Four – Marketing Implementation (‘prescription’)

- Integrated Market Communication (IMC) techniques
- Understanding word-of-mouth marketing
- Build trust whilst ‘selling’ your prescription effectively

“If you have integrity, nothing else matters. If you don’t have integrity, nothing else matters.” Alan K Simpson

Contact:

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