

Certificate in Healthcare Marketing

Transform Patient Interactions Into
Positive Customer Experiences



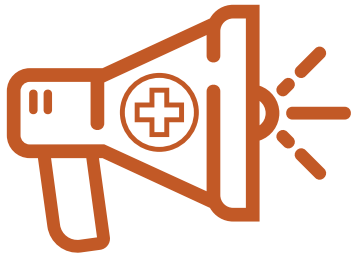
In Partnership with



Dignity
Health®

Global Education

Transforming the Healthcare Workforce of the Future



Why Healthcare Marketing?

The healthcare industry has shifted from volume-based care to value-based care — putting patients first; prioritizing patient engagement, involvement, and healthcare outcomes. This change is pushing providers to adjust how they engage with current and potential customers. Macro changes in technology and population also impact how consumers are engaging with healthcare.

There is a need for organizations in the healthcare sector to transition to a customer-centric approach. One of the key steps in doing that is to understand essential marketing concepts. In a truly customer-centric environment, all healthcare professionals become part of the customer experience. Learning key marketing concepts and seeing them in action will help healthcare professionals internalize how to think, act, and make decisions with the patient in mind.

Why study with us?

This innovative online Certificate in Healthcare Marketing is designed to empower healthcare administrators and marketing teams to pivot healthcare organizations towards a customer-centric focus. The program addresses the rapidly changing challenges in healthcare and the increased demand for strategic marketing within the healthcare sector. It was co-developed by the Pepperdine Graziadio Business School and Dignity Health Global Education.

Upon completion of this program, healthcare professionals will have access to strategic marketing tools and frameworks as well as healthcare marketing best practices that they can apply in their organization. The certificate allows learners to apply theoretical concepts to real-life case studies and assignments. This helps providers work *with* patients to achieve better curative outcomes while generating more revenue for the health system.

“We’re selling care and services that consumers need. When I go home at night, I think about the impact I’m making on people’s lives. Even though I might not be there alongside them in a care environment, I still impact that. I impact them in helping them make better decisions on their healthcare.”

— Adam Rice, SVP of Marketing at CommonSpirit Health



CommonSpirit 



Who should study this program?

There are few industries that are changing more quickly than healthcare. Rapid technological advances coupled with societal and regulatory pressures make it imperative for all healthcare professionals to stay ahead of the curve. This certificate will provide healthcare professionals and administrators with effective, consumer-focused marketing practices to strategically align their organization towards the new health paradigm.

The program is designed for various professionals wanting to immerse themselves in a patient-centric way of operating. Specifically, it can benefit:



Marketing professionals and recent graduates new to healthcare



Healthcare professionals new to marketing



Healthcare marketing professionals wanting to connect and collaborate with peers



Leadership and business developers looking to learn new marketing strategies

Learning outcomes

Upon completion of the program, graduates will be able to:

- Assess the effectiveness of a healthcare marketing plan
- Interpret and present relevant data (quantitative and qualitative) to support marketing recommendations and decisions
- Create viable, executable marketing strategies and tactics for a healthcare organization

Course Overview

Price:	\$2,995
Delivery:	Online
Duration:	9 weeks
Effort:	4-6 hours per week
Intakes:	January, March, July, October



“This unique program teaches marketing concepts with a healthcare spin and will equip healthcare professionals with the tools they need to develop customer-centric strategies for their organization,”

Lynda Palmer, MBA

Practitioner Faculty at the Pepperdine Graziadio Business School.

Ms. Palmer has been a member of the Pepperdine University faculty since 1993 and has served as a case development manager of the acclaimed Education to Business (E2B) program since its inception. She has published effective strategies for online and blended learning, and delivered customized marketing programs to many companies including Genoa Healthcare and Dignity Health.

Industry Experts

- **Adam Hoog**, Digital Marketing Manager at Dignity Health
- **Adam Rice**, Senior Vice President of Marketing at CommonSpirit Health
- **Deborah Kozina**, VP of Marketing, Communications, and PR at Dignity Health
- **Elizabeth Nilsen**, Marketing Manager at Dignity Health
- **Julie Rose**, Social Media Manager at Dignity Health

Study with subject matter experts and supportive facilitators on any device at any time.



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Unit 1: Introduction to Healthcare Marketing

1. Describe the role of marketing in healthcare
2. Define the key elements of marketing
3. Recognize the use of strategic business models in developing healthcare marketing strategies
4. Outline the elements of a healthcare marketing plan

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Unit 2: Marketing Insights

1. Outline key external forces impacting healthcare
2. Discover research methods and tools used to drive healthcare strategy
3. Explain how quantitative and qualitative data can be used to assess the competitive advantage
4. Identify the impact of disruptive innovation on a healthcare business

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Unit 3: Customer Assessment

1. Explain the customer and organizational decision-making process
2. Identify strategies that affect customer and organizational decision-making
3. Create a persona and customer journey map
4. Identify effective marketing strategies based on personas and customer journey maps

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Unit 4: Marketing Segmentation and Targeting

1. Identify market segmentation strategies for consumer and organizational markets
2. Identify criteria for effective segmentation
3. Select the most appropriate target market strategy

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Unit 5: Brand Development

1. Explain positioning and how it applies to develop a brand strategy
2. Explain the components of brand equity and how they apply to develop an effective brand strategy
3. Describe internal branding strategies

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Unit 6: Creating Value — Product, Service, and Pricing Strategy

1. Describe frameworks that assist with developing effective product and service strategies
2. Identify the four characteristics of a service
3. Identify trends that have affected and influenced pricing strategies
4. Explain ways organizations determine the price for services or products

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Unit 7: Delivering Customer Value Through Distribution

1. Identify alternative distribution channel approaches for products and services
2. Examine the concept of vertical marketing systems and their application in healthcare

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Unit 8: Communicating Value-Promotional Strategy and Customer Loyalty

1. Identify the elements of an effective integrated marketing communications strategy
2. Examine the use of digital marketing in the healthcare sector
3. Explain ways to help develop customer loyalty and advocacy
4. Identify ways to assess customer experience

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Unit 9: Monitoring the Plan

1. Develop concrete and measurable marketing plan objectives
2. Identify key metrics for assessing customer engagement and long-term organizational profitability
3. Identify key metrics for assessing the effectiveness of digital marketing campaigns

Why study this program?

Real-world relevance



Experiential learning via video, case studies, projects, discussions, and career-relevant tools



Access to thought leadership pieces from expert healthcare marketing professionals



Curriculum focused on addressing current healthcare issues

High quality



Certificate awarded by the Pepperdine Graziadio Business School



Earn badges and 16 CEUs



Co-created by academics from a top-50 university and marketing professionals from the largest U.S. not-for-profit healthcare system

Flexible study



Modularized curriculum focuses on skill-based learning



Covers specialized marketing concepts, applied in a healthcare context



Online, flexible study from any device at any time



Dignity Health Global Education (DHGE) offers comprehensive, industry-relevant education programs that have been designed through industry-academic partnerships to enhance operational efficiency across health systems and provide the highest quality of patient care.

DHGE highlights, promotes and celebrates the sector and its importance to society today and into the future. We collaborate with leading academic institutions to provide education excellence and its lasting positive impact. Our programs are developed to be accessible, affordable and to have the same support, quality and teaching excellence as on campus programs.



For the last 50 years, the Pepperdine Graziadio Business School has challenged individuals to think boldly and drive meaningful change within their industries and communities. Dedicated to developing Best for the World Leaders, the Graziadio School offers a comprehensive range of MBA, MS, executive, and doctoral degree programs grounded in integrity, innovation, and entrepreneurship. The Graziadio School advances experiential learning through small classes with distinguished faculty that stimulate critical thinking and meaningful connection, inspiring students and working professionals to realize their greatest potential as values-centered leaders.

Our Content

Today, online learning is opening up new opportunities for anyone who is seeking higher education, wherever they are in the world. The benefits of e-learning go beyond lower fees or flexibility as to time-management and geographical location — online education platforms can provide a smooth and reliable learning experience and deliver all the learning materials you need to enhance your skills as a marketing professional and receive continuing education credits.

Our content comprises of the following:

- Dynamic, engaging video content
- Interactive lessons with practical hands on exercises
- Collaborative discussions
- Job aids and takeaways for continuous reference
- Networking opportunities



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Contact us

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www.dhge.org



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