

AMERICAN UNIVERSITY OF BEIRUT

HOW TO PROMOTE SERVICE EXCHANGE IN MEDICINE

Objective

To introduce the different exchange concepts and their lines of intersection with medicine.



Language : English

Place : AUBMC or on-site

Target Audience : Physicians, medical students, residents and hospital administration staff

For more information please contact External Medical Affairs (EMA), Monday through Friday between 8am and 5pm

Attendants will learn how to analyze the healthcare market and the art of developing the appropriate exchange mix for their medical services and unique selling proposition.

The presenters do not have any conflict of interest, such as financial interest in product or company presented, direct research support provided by a company, or other form of potential bias

2 Days Course

Workshop Outline / Sessions

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| 1- Nature of Medicine as an exchange service |
| 2- The different concepts of practice promotion |
| 3- Identification of your unique selling proposition:
A. Patient experience
B. Patient satisfaction |
| 4- What is the exchange mix for a medical service |
| 5- What are the different tools used in medicine |
| 6- How to develop your exchange service plan |

Program Objectives

By the end of this workshop the participants will learn:

1. The basic concepts in exchange processes
2. The competitive forces that shape market rivalry
3. The reform in marketing concept and its applications in medicine
4. How to define their unique selling proposition
5. What are the different P's in medical practice
6. How to develop the right plan to enhance visibility of your practice

Upon completion of the program, the participants will receive:

CME Certificate