

The Sankara Nethralaya Academy (TSNA) addresses the challenges of healthcare marketing



Memento to the speaker Prof Murali Subramanian at the session

As part of its holistic approach to the management and delivery of healthcare and enhancing every facet of it, the Sankara Nethralaya Academy the academic arm of Sankara Nethralaya, a unit of Medical Research Foundation conducted an in-depth session on one of the most challenging and relatively untouched field of healthcare marketing. The session titled “Healthcare Marketing” was held on Saturday, 10th October 2015

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 Sankara Nethralaya Academy, LIBA,etc.

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.

Mr A. Mahalingam, the Deputy Registrar of the Sankara Nethralaya Academy took this opportunity to wish the participants for their cooperation and successful completion of this session