

Novas Academy Sdn Bhd

COID: 202301006028

Proudly Presents

“Marketing Excellence in the Medical Industry”

Training Time: 9am - 5pm

[2 Day]

Digital Certificate of attendance awarded for those who complete the course

INTRODUCTION

The medical industry in Malaysia is evolving rapidly, driven by global demand, digital health, stricter regulations, and growing competition. This program equips participants with the skills to design and execute marketing strategies that comply with healthcare regulations while building strong market positioning. The course introduces paradigm-shifting ideas moving beyond traditional product promotion into value-driven engagement, stakeholder trust, and digital transformation.

COURSE OBJECTIVES

- Equip participants with modern marketing strategies tailored to the medical and healthcare ecosystem
- Strengthen understanding of regulatory, ethical, and compliance boundaries in medical marketing
- Train participants to build trust-based relationships with healthcare professionals, patients, regulators, and partners
- Explore digital marketing, MedTech branding, and medical tourism opportunities
- Enable participants to create a strategic marketing roadmap for their organization

METHODOLOGY

- Interactive lectures with real-world industry cases
- Group discussions and stakeholder mapping exercises
- AI-enabled marketing demonstrations
- Role-play simulations for physician and regulator engagement
- Marketing plan development workshop with feedback
- Video analysis of global best practices in healthcare marketing

WHO SHOULD ATTEND?

- Marketing Managers and Executives in medical and healthcare industries
- Business Development teams in hospitals, clinics, pharma, and MedTech
- Entrepreneurs in healthcare startups and medical devices
- Regulatory and compliance officers involved in marketing approvals
- Corporate communication professionals in the healthcare sector

TRAINING NEEDS

Physical Appearance

COURSE CONTENT

DAY 1: FOUNDATIONS AND STRATEGY

9:00am - 10:00am

Module 1: The Medical Industry Landscape in Malaysia & ASEAN

- Global vs local trends
- Malaysia's strengths: medical devices, medical tourism, digital health
- Regulatory framework: Medical Device Act, pharma advertising codes

10:00am - 11:00am**Module 2: Paradigm Shift in Medical Marketing**

- From product-push to value-based marketing
- Ethical vs unethical practices: lessons from scandals
- Building trust as a competitive advantage

11:00am - 12:00pm**Module 3: Stakeholder-Centric Marketing**

- Mapping key stakeholders: patients, physicians, hospitals, regulators
- Designing engagement strategies for each group
- Stakeholder empathy mapping exercise

12:00pm - 1:00pm**Lunch Break****1:00pm - 2:00pm****Module 4: Branding & Positioning in Healthcare**

- Branding medical devices, hospitals, and healthcare services
- Positioning strategies: differentiation beyond price
- Case study: ethical marketing by top medical device companies

2:00pm - 3:00pm**Module 5: Stakeholder Engagement Simulation**

- Role-play: persuading a hospital procurement committee

3:00pm - 5:00pm**Module 6: Reflection & Group Discussion**

- Key takeaways from Day 1
- Group sharing and feedback

DAY 2: DIGITAL, INNOVATION & EXECUTION**9:00am - 10:00am****Module 7: Digital Marketing in the Medical Industry**

- Social media in healthcare: opportunities and limits
- SEO, online reputation, digital storytelling
- AI tools for content and campaign analysis

10:00am - 11:00am**Module 8: Medical Tourism & Global Markets**

- Malaysia as a healthcare destination
- Marketing strategies for international patients
- Partnerships with airlines, hotels, tourism boards

11:00am - 12:00pm**Module 9: Compliance, Ethics, and Risk Management**

- Marketing within regulatory and ethical boundaries
- Managing public perception and crisis communication
- Case study: handling marketing missteps

12:00pm - 1:00pm

Lunch Break

1:00pm - 2:00pm

Module 10: Building the Marketing Roadmap

- Creating integrated marketing campaigns
- Budgeting, KPIs, and ROI in medical marketing

2:00pm - 3:00pm

Module 11: Group Work – Drafting Your Roadmap

- Team-based planning session
- Peer collaboration and refinement

3:00pm - 4:00pm

Module 12: Presentation & Feedback

- Group presentations
- Trainer and peer feedback

4:00pm - 4:30pm

Module 13: Wrap-Up & Key Learnings

- Summary of strategic insights
- Final Q&A

4:30pm - 5:00pm

Module 14: Certification & Closing Remarks

- Closing message from trainer

REGISTRATION PROCEDURE

1. Please fill up & Email us a copy of your registration form;
2. (HRD Corp Registered Employer) Please apply via HRDCorp e-TRiS for HRD Corp Claimable Course: Skim Bantuan Latihan KHAS) scheme before training date (subject to approval),
3. (HRD Corp Registered Employer) Upon training completion, please fill up form PSMB/SBL-Khas/JD/14 and return it to us immediately. The delay in returning the form will result in delay of the employer's submission of claims

TRAINING PROVIDER

Novas Academy Sdn. Bhd.

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