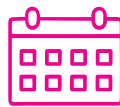


# Certificate in Healthcare Marketing

*Move your organization towards a new healthcare paradigm with a customer-centric approach.*



**4-6 Hours per week**



**9 Weeks**



**100% Online**

The Certificate in Healthcare Marketing program, co-developed by OpusVi and the Pepperdine Graziadio Business School, equips healthcare professionals with key marketing concepts, tools, and case studies so they can transform patient interactions into positive customer experiences.

The Graziadio School is accredited by the AACSB International (the Association to Advance Collegiate Schools of Business)

Pepperdine University is accredited by the WSCUC (Western Association of Schools and Colleges — Senior College and University Commission)

Participants earn 16 Continuing Education Units (CEUs) from Advancing Knowledge in Healthcare (AKH Inc.)

## Why Healthcare Marketing?

The healthcare industry has shied 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 OpusVi.

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



## 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

## Program Outcomes

Upon completion of this nine-week online medical marketing course, 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

## Program Overview



100% online cloud-based learning experience



9 weeks



Quarterly Intakes



\$2,995  
(financing options available)



16 CEUs



“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 Nilson

Marketing Manager at Dignity Health

### Julie Rose

Social Media Manager at Dignity Health

## 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 are numerous – geographical independence, lower fees, and online learning platforms that are smooth, reliable, and deliver all the learning materials you need to enhance your skills as a nurse leader 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



# Course Structure

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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
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# Why Study This Course?



## 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



At OpusVi (Latin for Workforce), we partner with healthcare organizations to build transformative workforce solutions. We have developed a workforce development platform that enables healthcare systems and organizations to upskill and retain top talents. Dedicated to providing the best client experience, we have designed custom online and hybrid programs and workforce development solutions that improve and positively impact talent retention as much as patient health and quality of care. We remain leaders in the healthcare education space by creating scalable, cutting-edge solutions through innovative technologies, clinical expertise, and evidence-based training alongside the industry's top subject matter experts and academic institutions.



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.



## Learn More

For enterprise inquiries, contact  
[enterprise@opusvi.com](mailto:enterprise@opusvi.com)

[opusvi.com](https://opusvi.com)