

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.)

Engage patients with effective healthcare marketing

The healthcare industry has shifted from volume-based care to value-based care: More than ever, healthcare organizations have to prioritize patient engagement and health outcomes. Patients have become more involved with their own health. Providers must adjust how they engage their target audience to remain relevant and ensure success — in short: They must adopt and lead in a patient-centric approach.

The Certificate in Healthcare Marketing was designed to equip healthcare professionals with key marketing concepts, tools, and case studies so they can transform patient interactions into positive customer experiences. Developed in collaboration with the Pepperdine Graziadio Business School and with industry experts, the courses are specifically developed for medical marketing and healthcare marketing, which is unlike marketing in any other field, as the strategies are impacting consumer's health.

Curriculum

Unit 1: Introduction to Healthcare Marketing

Unit 2: Marketing Insights

Unit 3: Customer Assessment

Unit 4: Marketing Segmentation and Targeting

Unit 5: Brand Development

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

Unit 7: Delivering Customer Value Through Distribution

Unit 8: Communicating Value-Promotional Strategy and Customer Loyalty

Unit 9: Monitoring the Plan

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



Learn More

For enrollment inquiries, contact
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