Global Horizon
TRAINING CENTER

Training Course:
Effective Healthcare Communication, Public Relations & Engagement

23 - 27 November 2026
London (UK)

Training Course:
Effective Healthcare Communication, Public Relations & Engagement

Training Course code: RR234626 From: 23 - 27 November 2026 Venue: London (UK) - Training Course Fees: 5775 Euro

Introduction

Good communication, public relations, and engagement are vital to all organizational teams/departments across the life sciences industry. Separating the signal from the noise, however, isn't as straightforward as it seems. This comprehensive course provides life science professionals with a deeper exploration of the principles of communications/engagement/public relations, as well as examples from the more creative industries to broaden one's knowledge.

This immersive experience will equip delegates with a range of 'take-home' skills to apply within their workplace/hospital/organization.

Course Objective

- Stakeholder mapping & segmentation
- Branding & positioning
- Patient or Person: beliefs, behaviors, and actions
- The tools and techniques required to manage reputation in a complex media environment
- How to manage knowledge within the business for media effectiveness
- How to shape external perceptions of your organization by first-class corporate internal communications
- How to develop a strategic approach and a clear plan of action

Course Outlines

Day 1: High-end Communication in Healthcare Stakeholders

- Constructing messaging/content around activities
- Risks & ethical considerations
- Channel communication & Managing external resources/partnership
- Measuring impact & evaluation
- Understanding your audiences through stakeholder segmentation

- Customer journey/experience mapping
- Gaining perspectives from payor, provider and regulatory perspectives
- Seeing the person behind the patient
- Exploring channel strategies & approaches
- Briefing external partners including agencies and PAGs
- Harnessing Patient Support Programs PSPs & Disease Awareness Campaigns DACs
- Exploring best practice in internal engagement
- Maximizing your internal corporate communications function
- Explore benefits, risks, and ethics of campaigns
- Measuring the impact of your engagement & communication strategy

Day 2: Advanced Understanding of Design/Strategy for Public Relations

Risks and Threats: Their Identification and Management as hospital/organization

- Planning for the unexpected
- Using communication activities to manage risk to the reputation
- Repairing a damaged reputation
- Identifying opinion formers and influencers
- Engaging with key decision-makers
- Principles for building sustainable relationships with decision-makers and influencers
- VIP and political contact programs
- Monitoring political activities

Day 3: Corporate Communications/PR in the Corporate Mix for Hospital Image

- Media Relations best practices
- Effective event management
- Developing a crisis management toolkit
- Hosting VIP visits

- Protocol in practice
- Financial PR activities and roles
- Multinational and global communication challenges

Day 4: Powerful and Persuasive Planning for your own Country Hospital

- 10 stages of PR planning
- Using market research to plan PR activities
- Developing measurable objectives for activities
- Identifying core messages
- Developing practical communication toolkits
- Creating a schedule of PR activities
- Measuring outputs, outcomes, and value

Day 5: If site-visit to the hospital is applicable, we will visit one public or private hospital to cover the following:

- Observing day-to-day responsibilities such as managing human resources, allocating budgets and other financial resources, submitting reports, and maintaining and managing IT systems and databases, coordinating with doctors, physicians, nurses, surgeons, health information technicians, pharmacists, and other professionals to ensure patient quality care, treatment, and rehabilitation.
- Understanding the roles with regard to making a policy decision, overseeing patient care, budgeting and accounting, marketing, and driving policy impacting and technology innovations in the hospital.
- Q&A session with the hospital founder/manager

Registration form on the Training Course: Effective Healthcare Communication, Public Relations & Engagement

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....
Position: .....
Telephone / Mobile: .....
Personal E-Mail: .....
Official E-Mail: .....

Company Information

Company Name: .....
Address: .....
City / Country: .....

Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....
Position: .....
Telephone / Mobile: .....
Personal E-Mail: .....
Official E-Mail: .....

Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
- ☐ Please invoice me
- ☐ Please invoice my company

Easy Ways To Register

Telephone: +201095004484 to provisionally reserve your place.	Fax your completed registration form to: +20233379764	E-mail to us : info@gh4t.com or training@gh4t.com	Complete & return the booking form with cheque to:Global Horizon 3 Oudai street, Aldouki, Giza, Giza Governorate, Egypt.