



BUILDING & MARKETING HEALTHTECH SOLUTIONS

THIS COMPREHENSIVE TRAINING CONCLUDES WITH A CERTIFICATION TEST



This comprehensive 5-day program is designed for professionals in **business development, marketing, and sales** within the **HealthTech** industry. Participants will explore the unique challenges and strategies involved in building a **HealthTech** company, marketing healthcare content in **compliance with regulations**, and effectively selling **HealthTech** products to medical professionals.

Objectives:

- Understand the distinctive aspects of establishing a **HealthTech** company compared to other industries.
- Learn **best practices** for marketing healthcare content while adhering to regulatory standards.
- Develop effective sales techniques tailored to engaging **clinics and hospitals**.
- Gain insights into the decision-making psychology of medical professionals.



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Who Should Attend:

- **Business development managers** and executives in the **HealthTech** sector.
- **Marketing professionals** focusing on healthcare products and services.
- **Sales representatives** targeting medical institutions and **professionals**.

Expected Outcomes:

- Ability to **navigate the complexities** of building a HealthTech company.
- Proficiency in **creating compliant** and effective healthcare **marketing strategies**.
 - Enhanced skills in **selling HealthTech** products to medical facilities.
- Deeper understanding of medical professionals' **purchasing behaviors**.



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Day 1: Building a HealthTech Company

- Understanding the HealthTech Landscape
- Key Differences Between HealthTech and Other Industries
- Regulatory Considerations in HealthTech

Day 2: Business Development Strategies in HealthTech

- Identifying Opportunities in the HealthTech Market
- Strategic Partnerships and Alliances
- Funding and Investment Strategies

Day 3: Marketing Healthcare Content

- Developing Compliant Marketing Strategies
- Content Creation Aligned with Healthcare Regulations
- Leveraging Digital Channels for Healthcare Marketing

Day 4: Sales Techniques for HealthTech Products

- Understanding the Healthcare Purchasing Process
- Effective Sales Strategies for Clinics and Hospitals
- Building Long-Term Relationships with Medical Institutions

Day 5: Psychology of Medical Professional Buyers

- Insights into Medical Professionals' Decision-Making
- Tailoring Sales Approaches to Medical Buyers
- Case Studies and Role-Playing Exercises



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