MERCURY

Strategic Leadership in Healthcare PR, Communications & AI Systems Conference

5 – 9 April 2027
Munich (Germany)



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Ref: 16387_1081544 **Date:** 5 – 9 April 2027 **Location:** Munich (Germany) **Fees:** 5600 Euro

Introduction:

The healthcare industry is undergoing a transformative shift, driven by advancements in artificial intelligence AI and evolving public relations PR strategies. Effective communication and strategic leadership are paramount in navigating this complex landscape. This Strategic Leadership in Healthcare PR, Communications, and AI Systems conference equips senior healthcare communicators with the tools and knowledge to lead in this new era of healthcare communication. Participants will explore the integration of AI within healthcare systems, including its impact on enhancing communication strategies and managing public relations in the digital age.

Through expert-led sessions and collaborative discussions, attendees will explore best practices and innovative approaches to strategic leadership. The Strategic Leadership in Healthcare PR, Communications, and AI Systems training addresses the ethical considerations and governance structures essential for implementing AI in healthcare communication. By fostering a deeper understanding of these intersecting domains, the conference seeks to empower leaders to drive positive change and improve patient outcomes.

Targeted Groups:

This Strategic Leadership in Healthcare PR, Communications, and AI Systems training targets professionals seeking specialized knowledge and skills:

- Chief Communications Officers CCOs.
- Vice Presidents VPs of Corporate Communications.
- Directors of Public Relations / Corporate Affairs.
- Healthcare Communications Managers.
- Heads of Media Relations Healthcare.
- Healthcare PR Directors / PR Director Heads.
- Strategic Communications Advisors Healthcare.
- Chief Reputation Officers.
- Chief Digital Officers CDOs - Healthcare.
- Chief Data Officers CDOs / AI & Analytics Directors.
- Directors of Health Informatics / AI in Healthcare.
- VPs of Clinical Data & AI Innovation.
- Heads of AI Strategy in Healthcare.
- Chief Digital & Communications Officers Healthcare.
- VPs of Healthcare Innovation & Corporate Communications.
- Directors of AI & Strategic Communications in Healthcare Organizations.

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Conference Objectives:

Participants will achieve the following objectives by the completion of the Strategic Leadership in Healthcare PR, Communications, and AI Systems conference:

- Analyze the impact of AI on healthcare communication strategies.
- Design integrated communication plans that incorporate AI tools and technologies to enhance effectiveness.
- Evaluate ethical considerations in AI-driven healthcare communications.
- Develop leadership strategies for managing AI integration in PR efforts.
- Implement governance frameworks for AI applications in healthcare settings to ensure effective management and oversight of these applications.
- Assess the role of data analytics in shaping communication outcomes.
- Foster collaboration between IT, PR, and clinical teams to enhance communication effectiveness.
- Cultivate skills to navigate the evolving digital media landscape in healthcare.

Targeted Competencies:

Participants will gain the following competencies during the Strategic Leadership in Healthcare PR, Communications, and AI Systems program:

- Strategic planning in healthcare communications.
- AI integration within communication workflows.
- Crisis communication management in a digital environment.
- Stakeholder engagement through digital platforms.
- Data-driven decision-making in communication strategies.
- Ethical leadership in AI applications.
- Cross-functional team collaboration.
- Adaptability to technological advancements in healthcare PR.

Studying Scenarios:

In this Strategic Leadership in Healthcare PR, Communications, and AI Systems training, participants will develop their skills through the analysis of the following scenarios:

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- Implementing an AI-driven chatbot for patient inquiries.
- Managing a PR crisis triggered by misinformation on social media.
- Developing a communication strategy for the launch of a new AI-based healthcare service.
- Evaluating the effectiveness of AI tools in measuring public sentiment.
- Integrating AI analytics into routine communication and reporting.

Conference Content:

Unit 1: Introduction to Strategic Leadership in Healthcare Communications:

- Overview of strategic leadership principles in healthcare.
- The Evolving Role of Communications in Healthcare Organizations.
- Understanding the intersection of AI and healthcare PR.
- Key Challenges and Opportunities in Healthcare Communications.
- Case studies of successful communication strategies.
- Frameworks for effective leadership in communication teams.
- Aligning communication goals with organizational objectives.

Unit 2: AI Integration in Healthcare Communication Strategies:

- Introduction to AI technologies relevant to healthcare PR.
- Applications of AI in Patient Engagement and Communication.
- Utilizing AI for content creation and distribution.
- AI tools for monitoring and analyzing media coverage.
- Ethical considerations in AI-driven communication.
- Developing policies for AI use in communication practices.
- Training staff to effectively use AI tools.

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Unit 3: Crisis Communication in the Digital Age:

- Identifying potential digital crises in healthcare.
- Strategies for rapid response to misinformation.
- Utilizing social media monitoring tools for crisis detection.
- Developing a crisis communication plan.
- Case studies of healthcare PR crises and responses.
- Role of leadership in managing communication during crises.
- Post-crisis evaluation and learning.

Unit 4: Data Analytics and Measurement in Healthcare Communications:

- The Importance of Data in Shaping Communication Strategies.
- Tools for measuring communication effectiveness.
- Analyzing patient feedback and engagement metrics.
- Integrating data analytics into communication planning.
- Reporting and presenting data-driven insights.
- Ethical considerations in data collection and usage.
- Continuous improvement through data analysis.

Unit 5: Leading Change in Healthcare Communication:

- Understanding change management principles.
- Leading teams through technological transitions.
- Building a Culture of Innovation in Communication Departments
- Stakeholder communication during periods of change.
- Evaluating the impact of changes on organizational objectives.
- Sustaining momentum post-implementation.
- Case studies of successful change initiatives in healthcare PR.

Final Insights & Key Takeaways:

This conference provides healthcare communication leaders with the strategic insights and tools necessary to integrate AI into their practices effectively. By fostering an understanding of AI applications and ethical considerations, participants will enable their organizations to navigate the evolving landscape of healthcare communications.