MERCURY

Advanced Healthcare Communication Training Course

21 – 25 February 2027
Sharm El-Sheikh (Egypt)



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Ref: 5039_279540 **Date:** 21 – 25 February 2027 **Location:** Sharm El-Sheikh (Egypt) **Fees:** 4500 Euro

Introduction

This advanced healthcare communication skills course will take you step-by-step through proven approaches to Public Relations PR planning and management in the context of healthcare communications. Advanced communication skills, particularly within the healthcare sector, are essential, and the tactics you will learn here are grounded in the best practices of healthcare communication.

By following these steps, PR professionals in healthcare, including those in management positions, will achieve results that can be measured and reported back to top management—results that can enhance an organization's reputation and strategic communication in healthcare and improve its relationships.

This course will underscore the importance of advanced communication courses in the healthcare context. It will equip you with the healthcare communication skills training necessary to navigate the complex communication process in healthcare organizations. As a PR professional in hospitals, you often face challenging, complicated, and even confusing situations. Attending this course will enable you to develop skills to present practical and achievable plans that win the confidence of management.

Throughout this healthcare communication course, attendees will have the opportunity to engage in activities that reinforce the course's principal teachings, ensuring that they leave with a solid grounding in the communication skills necessary for today's healthcare professionals.

Advanced Communication Skills for Healthcare Professionals

Becoming a seasoned healthcare communication professional requires deliberate practice and a profound understanding of the nuances of healthcare communication. This specialized segment of the course provides healthcare professionals with the advanced communication skills necessary to navigate medical communication challenges deftly.

It delves into communication training for healthcare professionals, focusing on collaborative techniques and best practices to enhance patient outcomes and health literacy. This training segment equips participants with the finesse required for impactful dialogue and leadership in healthcare management.

By the conclusion of this robust healthcare communication training, participants will emerge as articulate advocates capable of leading strategic healthcare communications, effectively managing stakeholder expectations, and ultimately driving change within the healthcare industry.

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Targeted Groups

- PR Directors in Healthcare organizations
- PR Managers in Hospitals
- PR Professionals
- Media Center Professionals

Course Objectives

By the end of this advanced healthcare communications course, the participants will be able to:

- Learn about the new challenges of healthcare communications.
- Understand the role of culture in healthcare communication.
- Understand the role of the media in healthcare promotion.
- List the functions of public relations in a changing environment.
- Plan and organize a PR program by familiarizing themselves with the main functions of a PR professional.
- Practice fundamental communication techniques and skills essential for performing their PR duties centered around healthcare communication techniques.
- Justify the role of a PR professional in supporting the image and reputation of the organization by becoming proficient in verbal and written communication in healthcare management.
- Explore the range of communication techniques and tools available for effective communication in healthcare management.
- Plan communications activity to meet client needs within the realm of strategic healthcare communications.
- Develop media interview techniques pertinent to healthcare communications conferences or other healthcare events.
- Prepare and execute a press conference.

Targeted Competencies

- Communication skills
- Interpersonal skills
- Media skills
- Management skills in the context of healthcare communication management

Course Content

Unit 1: The Challenges to Effective Health Communication and Potential Improvements

- Characteristics of effective health communication.
- Critical challenges in healthcare.
- Learn about health communication strategies, including best practices in healthcare communication.

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Unit 2: The Role of Culture in Health Communication

- How does culture affect our health?
- How does culture affect a person?
- The organizational culture in healthcare.
- Cultural influences examples.
- What are The four types of organizational cultures?

Unit 3: The Importance of Interpersonal Communication in Healthcare Delivery

- Understand the importance of interpersonal skills in healthcare.
- Why are interpersonal communication skills critical?
- What are the 5 characteristics of interpersonal communication?
- The qualities of interpersonal communication.

Unit 4: The Role of Community in Disseminating Health Information

- What is the information dissemination definition?
- Why is the dissemination of evidence important?
- The dissemination strategy.
- The dissemination phases.
- The conceptual phases.

Unit 5: The Media as a Health Promotion Tool

- Understand the role of mass media in health promotion.
- Mass-media campaigns.
- How does mass media promote health education?
- What are the disadvantages of media?

Unit 6: The Necessity of Proper Health Informatics Systems in Efficient Healthcare Delivery

- Why is Informatics essential to nursing and health care?
- What is health informatics, and why should you care?
- The importance of health informatics.

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Unit 7: Risk Communication in Health Education and Promotion

- What is risk communication in public health?
- Why is Health Communication essential in public health?
- What are the steps involved in risk communication?

Unit 8: PR in a Changing Environment

- Learn about the origin and development of PR.
- Definitions of PR.
- Scope of PR.
- Objectives of PR.
- Guiding principles of PR professionals.
- PR campaigns.
- New roles and perspectives.
- Understand the role of PR in building and supporting the image of the organization.
- PR in a hospital environment.

Unit 9: The Functions of PR

- Management principles.
- Plan and organize the activities of PR.
- Lead and control the PR projects.
- Ingredients of successful PR planning.
- Main qualities of PR professionals.
- PR position in the organization.
- PR position in the hospitals.
- Responsibilities of the PR professional.

Unit 10: Press Conferences

- Define a press conference.
- Learn about the reasons to hold a press conference.
- Conduct a press conference.
- Prepare a media and press kit.
- Build good relations with the media.
- Understand the Principles of dealing with the press during a crisis.