MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

INFLUENCE & ROLE OF E-COMMERCE IN THE HEALTHCARE INDUSTRY

"Unlock the Power of Digital Commerce to Revolutionize Healthcare Access, Delivery, and Efficiency."

Schedule

Venue	Fees
In-House	ASK FOR THE QUOTATION

► **Available delivery methods:** In-House Training

Introduction

E-commerce is rapidly transforming the healthcare sector, offering new models for patient engagement, supply chain management, and pharmaceutical access. This course explores how digital commerce platforms, mobile apps, and online marketplaces are reshaping healthcare operations, procurement, and service delivery. Participants will learn how to design, implement, and manage e-commerce strategies that improve efficiency, expand reach, and enhance patient experience while ensuring regulatory compliance and data privacy.

Objectives

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

- Understand the key components and types of e-commerce in healthcare
- Evaluate the impact of digital marketplaces, telehealth platforms, and online pharmacies
- Analyze best practices for implementing e-commerce solutions in hospitals and clinics
- Design strategies to integrate e-commerce with existing health IT systems
- Address data security, compliance, and customer trust in healthcare e-commerce

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Why Attend

Digital commerce in healthcare is no longer optional—it\'s essential. Whether you\'re in administration, IT, supply chain, or patient engagement, this course will help you harness the power of e-commerce to improve access, lower costs, and streamline services.

Target Audience

- Healthcare Administrators and Managers
- Hospital Procurement and Supply Chain Professionals
- IT and Digital Health Managers
- Health E-commerce Platform Developers
- Telehealth and Health App Providers

Individual Benefits

- Learn how to build or manage healthcare e-commerce platforms
- Understand regulations and security in digital healthcare transactions
- Gain skills in digital supply chain integration and online patient engagement
- Stay ahead of industry trends and patient expectations

Organizational Benefits

- Improve procurement efficiency and cost-effectiveness
- Expand services through digital channels and platforms
- Enhance patient experience and loyalty with online convenience
- Build a secure and scalable healthcare e-commerce ecosystem

Instructional Methodology

- Live case studies of global healthcare e-commerce models
- Hands-on demonstrations and platform walkthroughs
- Strategy planning sessions and role-based simulations
- Interactive workshops and real-world scenario discussions

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Course Outline

DETAILED 5-DAY COURSE OUTLINE (CUSTOMIZABLE)

Training Hours: 7:30 AM – 3:30 PM

Daily Format: 3–4 Learning Modules | Coffee Breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Introduction to Healthcare E-Commerce

Module 1: E-Commerce Concepts and Healthcare Applications (07:30 – 09:30)

Module 2: Global Trends and Innovations in Health E-Commerce (09:45 – 11:15)

Module 3: Types of Healthcare E-Commerce Platforms (11:30 – 01:00)

Module 4: Case Study: Digital Pharmacies and Remote Consultations (02:00 – 03:30)

Day 2: Building and Managing E-Commerce Systems

Module 1: Key Components: Catalogs, Portals, and Payment Systems (07:30 – 09:30)

Module 2: E-Commerce Infrastructure and Integration with HIS/ERP (09:45 – 11:15)

Module 3: User Experience and Interface Design for Patients and Providers (11:30 – 01:00)

Module 4: Workshop: Mapping Your Digital Commerce Journey (02:00 – 03:30)

Day 3: Healthcare Supply Chain and Procurement Digitization

Module 1: E-Procurement Models and Vendor Management (07:30 – 09:30)

Module 2: Inventory, Logistics, and Automated Reordering (09:45 – 11:15)

Module 3: Data Analytics for Supply Chain Optimization (11:30 – 01:00)

Module 4: Simulation: Digitizing a Hospital Procurement Process (02:00 – 03:30)

Day 4: Security, Privacy & Regulatory Compliance

Module 1: HIPAA, GDPR, and Local Healthcare Data Laws (07:30 – 09:30)

Module 2: Payment Security and Digital Identity Verification (09:45 – 11:15)

Module 3: Ethical and Legal Challenges in Online Healthcare Services (11:30 – 01:00)

Module 4: Risk Mitigation and Security Audit Planning (02:00 – 03:30)

Day 5: Strategic Implementation and Future Outlook

Module 1: Creating an E-Commerce Strategy for Healthcare Institutions (07:30 – 09:30)

Module 2: Measuring E-Commerce Success: KPIs and Metrics (09:45 – 11:15)

Module 3: Future of Healthcare Retail: AI, Blockchain, Virtual Assistants (11:30 – 01:00)

Module 4: Final Project Presentations, Certification Wrap-Up & Action Planning (02:00 – 03:30)

Certification

Participants will be awarded a **Certificate in E-Commerce in the Healthcare Industry** upon successful completion of assessments and final project presentation. This credential affirms strategic competence in planning, implementing, and managing e-commerce solutions tailored to healthcare environments.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

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In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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