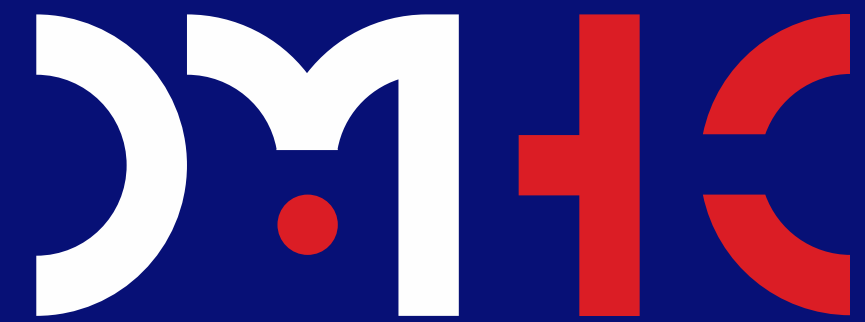


A vertical graphic element on the left side of the text, composed of several white and red shapes: a white semi-circle at the top, a white shape resembling a stylized 'M' or a bracket, a small red dot, a red vertical bar, a red cross-like shape, and a red curved shape at the bottom.

Digital  
Marketing  
Health Care  
Conference



*Amman*

15to 17 May 2025

**Is your Doctor trustworthy?  
How do you know?**



**Do you rely on online research?  
Do you take decisions based on that research?**

**What if Doctors and Digital Marketing Experts  
united in an informative human centered  
approach, providing the trust and confidence  
you seek in your health decisions?**

# Simplifying Healthcare Access



Picture a world where finding the right doctor isn't a guessing game, but a click away with a seamless social and digital experience that bridges trust and technology.

# The Present Scenario



As millions of Arabs seek healthcare every day, they are faced with challenges of **traditional, slow, biased and unreliable information** that may jeopardize their health and life.

# Bridging Patient Trust with Marketing Expertise.



DMHCC will be able to provide doctors with a platform to learn and adopt innovative marketing and communication methods from the best in the world, making it easy and fast for patients to search for, match with, and find the right doctor for their needs.

In simple words, this conference will help doctors position themselves and their practices and raise their findability and matching with the right patients all by learning the right strategies and trends.

# Numbers and Figures



## A Major Digital Shift.

Smartphone usage soaring past 90% in countries like Saudi Arabia and the UAE. (1)



## The Digital Health Market is set for greater growth.

With expectations pointing to a massive \$4 billion by 2026.(2)



## Making the most of online resources.

An outstanding 72% of patients in the Middle East are turning to the internet to search and validate medical information.



## Increasing Waves of Arabic-Speakers Using the Internet.

More than 280 million Arabic-speaking users are hitting the web.

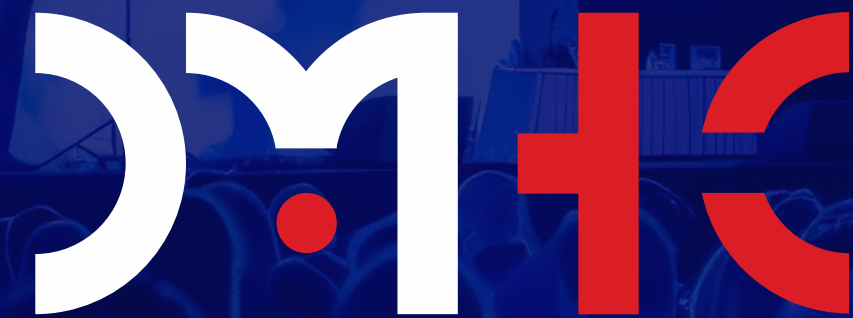
(1) [McKinsey report on Growth opportunities for digital health in KSA and UAE]

(2) <https://dhcc.ae/frontend/arab-health/dhca-middle-east-healthcare-2023-v4-digital.pdf> (The State of Healthtech in the MENA region. Dealroom.co)

# The Resolution

**A game-changing Conference  
Shaping the Digital Future of  
Healthcare.**

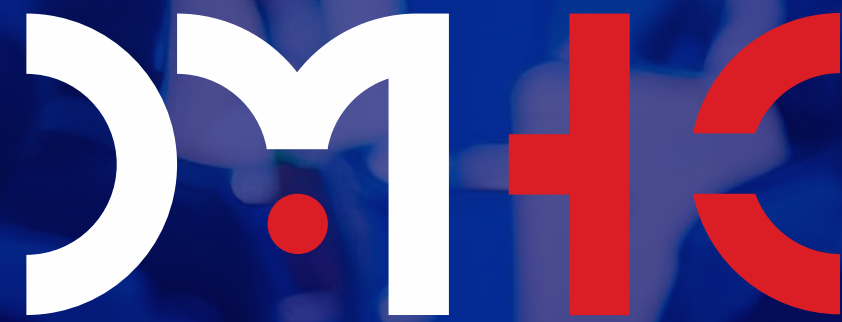
There is an urgent need for a conference that brings together Jordanian bright minds and digital marketing pioneers to redefine the healthcare industry in alignment with international best practices. Such an event will pave the way for patients to connect with doctors and provide doctors with the opportunity to attract a new audience of online patients.

The logo for DMHC (Digital Marketing Healthcare Conference) is displayed in white and red. It features the letters 'D', 'M', 'H', and 'C' in a stylized, bold font. The 'D' and 'M' are white, while the 'H' and 'C' are red. A small red dot is positioned between the 'M' and 'H'.

*Amman*

15to 17 May 2025



The logo for the Middle East Healthcare Conference (MEHC) is centered in the upper half of the image. It consists of the letters 'M', 'E', 'H', and 'C' in a stylized, bold font. The 'M' and 'E' are white, while the 'H' and 'C' are red. A small red dot is positioned between the 'M' and 'E'. The background is a blurred image of a conference audience, overlaid with a blue tint.

*Amman*

**The Middle East's Premier and Exclusive Conference  
Dedicated to Enhancing the Digital Identity of the  
Healthcare Sector.**

# The Goals



## **Engaging and Insightful Discussion Sessions.**

Empower healthcare providers with the knowledge and skills to effectively engage with their target patients.



## **Creating an Interactive Platform for Doctors to Explore the Latest Digital Marketing Trends.**

Foster a community where doctors can explore the latest digital marketing trends and collaborate seamlessly with marketing agencies.



## **Leading the Region in Digital Healthcare Innovation.**

Establish the Middle East as a frontrunner in medical marketing events, always staying ahead with the latest tech updates.

# Our Vision

To establish this event as the leading hub for digital marketing in the healthcare sector across the Middle East and North Africa, with an annual rotation among various Arab countries. Our objective is to simplify access for patients, enabling them to find top-tier doctors and the most effective treatments effortlessly.

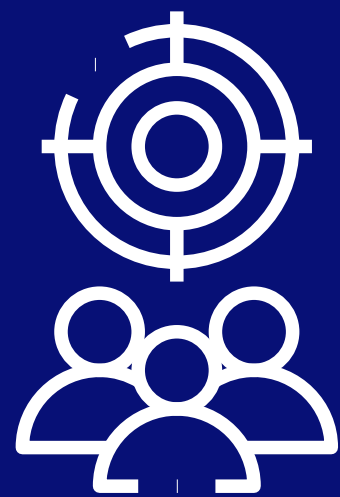
# Our Mission

To host the most comprehensive conference in the region, bringing together digital marketing experts from the medical and technology sectors to educate and connect healthcare providers. Our ultimate aim is to connect these providers with the 300 million Arabic-speaking internet users, enhancing accessibility and patient engagement.

# Target Audience

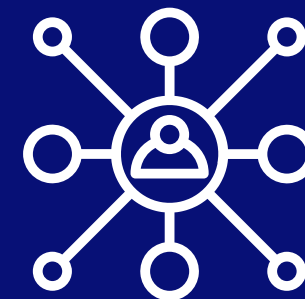
Empowering healthcare experts by connecting them to their ideal audience at DMHCC. At DMHCC, we unite healthcare providers with the industry's leading decision-makers and experts.

Expected Attendance: **350** participants



Jordan	International
250	100

Healthcare providers in MENA



**+500K** Reach



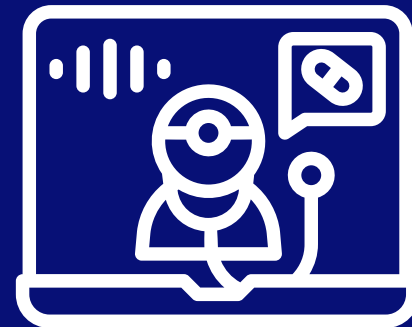
**+4M** Impression

# Guest Speakers

Featuring top experts in digital marketing for healthcare and data analysis, our speakers will share inspiring success stories throughout the conference.



Pioneers in social media strategy.



Specialists in healthcare digital marketing and data analytics.



Masters of content marketing and compelling storytelling.

# Guest Speakers



# Key Topics on the Agenda

The conference will feature over 15 hours of sessions across 3 days, focusing on:

- Digital Transformation in Healthcare.
- The Future of Digital Marketing for Healthcare Providers in the Middle East and North Africa.
- Telemedicine and Digital Health Marketing.
- Content Marketing for Healthcare Providers.
- The Future of Digital Marketing in Health.
- Engaging with Patients Through Digital Platforms.
- Influencer Marketing: Best Practices and Effective Management.
- Data Security and Patient Privacy in the Digital Age.

# Team Members

Our team is comprised of experts with over 20 years of experience in digital marketing for healthcare, most of whom hold educational backgrounds in medicine or pharmacy.



**Abdallah Battah**

A trainer and consultant specializing in pharmaceutical digital marketing. Abdallah focuses on leveraging digital strategies to enhance healthcare practices and plays a crucial role in shaping and guiding the conference's content.



**Ali Khamis**

Marketing Director for leading international pharmaceutical companies. His strategic leadership and industry expertise are instrumental in organizing impactful sessions and establishing partnerships that drive innovation in healthcare marketing.



**Jawdat Shammas**

An international consultant and trainer in digital marketing, with extensive experience across global markets. Jawdat brings invaluable insights to ensure the conference delivers cutting-edge digital marketing strategies tailored for healthcare professionals.



**Yamama Jaradat**

A digital storyteller, entrepreneur, and consultant specializing in communication and digital content strategies, with over 15 years of experience. She co-founded Mawsuah.com in 2021 and has gained significant expertise in developing user experience strategies and product development.



# Team Members

Our team is comprised of experts with over 20 years of experience in digital marketing for healthcare, most of whom hold educational backgrounds in medicine or pharmacy.



**Mohammad Al Ramahi**

Co-founder of Mawsuah, creative director, and entrepreneur. With over 15 years of experience in developing digital advertising strategies and concepts for brands, he co-founded Mawsuah in 2021, driving its creative vision.



**Dr. Issa Kawalit**

A Jordanian doctor, entrepreneur, and investor. Dr. Issa co-founded Mawsuah in 2021 and is a strong advocate for innovative startups. Since 2012, he has been an active investor in various successful Arab online companies, including Mawdoo3 and Abwaab.

# Sponsoring the DMHCC: Why It's Worth It?

- Boost your brand and position it as a leader in medical innovation.
- Connect with influential industry decision-makers.
- Build valuable relationships and attract potential clients.
- Gain extensive media exposure and coverage.
- Promote creativity and innovation by supporting participants in the Innovation Competition as they present their digital healthcare ideas.



# Key Outcomes of the Digital Healthcare Marketing Conference, Amman 2025:

## 1. Enhancing Digital Patient Engagement:

Healthcare professionals gained valuable strategies to optimize the digital patient journey, from initial contact to follow-up, improving accessibility and personalization through telemedicine and digital health platforms.

## 2. Comprehensive Digital Marketing Strategies:

Participants learned to develop integrated digital marketing plans, incorporating both online and offline clinical care, personal branding, content creation, and tailored social media strategies. These plans are designed to enhance patient acquisition and retention within their respective fields.

# Key Outcomes of the Digital Healthcare Marketing Conference, Amman 2025:

## **3. Compliance and Ethics in Digital Marketing:**

The conference emphasized the critical importance of compliance in healthcare, providing guidance on ethically marketing services, safeguarding patient privacy, and adhering to regulations, all while effectively utilizing digital tools.

## **4. Future of Digital Health Marketing:**

Participants explored emerging trends such as artificial intelligence, health promotion, and telemedicine, preparing healthcare professionals to remain competitive and innovative in the rapidly evolving digital healthcare scene.

# Sponsorship Packages



## 1. Diamond/Platinum Package: 50,000 JOD

- Exhibition Participation: A 25-square-meter booth (5m x 5m) in a prime location within the exhibition.
- Conference Attendance: 6 company representatives, 10 free full registrations, with the option to purchase 20 additional registrations at the rate of your first registration.
- Speaking Opportunities: One 30-minute lunch seminar.
- Brand Awareness: Your company logo featured on the conference website, in conference advertisements, and on a certificate of recognition post-event. Additionally, your logo will be displayed on conference ads, 2 digital banners within the main hall, and a digital brochure included in the conference package.
- Marketing Opportunities: Your company logo will be included in the conference's marketing campaigns, social media promotions, and email campaigns.

# Sponsorship Packages



## 2. Gold Package: 35,000 JOD

- Exhibition Participation: A 12-square-meter booth (3m x 4m) in a prime location within the exhibition.
- Conference Attendance: 6 company representatives, 6 free full registrations, with the option to purchase 15 additional registrations at the rate of your first registration.
- Speaking Opportunities: One 20-minute lunch seminar.
- Brand Awareness: Your company logo will be featured on the conference website, in the conference advertisement, and on the conference and exhibition banners. In addition to a digital brochure included in the conference package.
- Marketing Opportunities: Your company logo will be included in the conference's marketing and email campaigns.

# Sponsorship Packages



## 3. Silver Package: 15,000 JOD

- Exhibition Participation: A 9-square-meter booth (3m x 3m) within the exhibition.
- Conference Attendance: 4 company representatives, 3 free full registrations, with the option to purchase 10 additional registrations at the rate of your first registration.
- Brand Awareness: Your company logo will be featured on the conference website and on the conference and exhibition banners. In addition to a digital brochure included in the conference package.
- Marketing Opportunities: Your company logo will be included in the conference's main marketing campaigns.

# Ticket Prices

- **Early Registration** Until Dec. 31, 2024

**\$250 per person**

Includes full access to the conference (3 days), lunches and coffee breaks, conference package, and a certificate of attendance.

- **Regular Registration** From Jan. 1, 2025, - Apr. 15, 2025

**\$300 per person**

Includes full access to the conference (3 days), lunches and coffee breaks, conference package, and a certificate of attendance.

- **Late Registration** From Apr. 15, 2025, - May 10, 2025

**\$400 per person**

Includes full access to the conference (3 days), lunches and coffee breaks, conference package, and a certificate of attendance.

- **Group Registration (For 5 Participants)**

**\$1125 for 5 people**

Includes full access to the conference (3 days), lunches and coffee breaks, conference package, and a certificate of attendance for each participant.



# Organizers

Relevancy

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ZENOBIA

موسوعة:

# Our Partners

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# Our Partners

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FM102.5

**mood**<sup>91.5</sup><sub>92</sub>  
where music lives forever

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ORGANICS

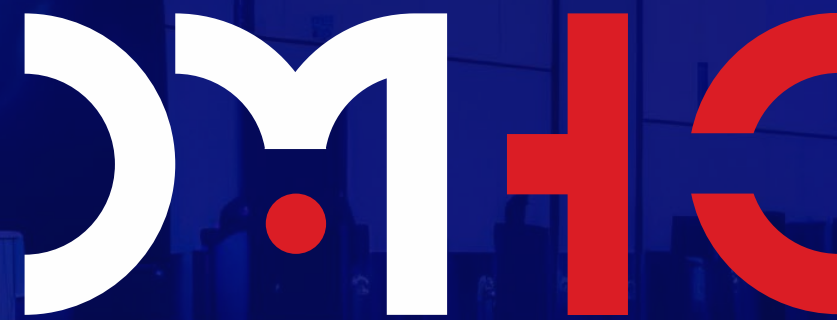
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علوم الصيدلة  
احترافية اعلامية . بنكهة صيدلانية  
رئيس التحرير  
د. احمد زياد ابو غليمة

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Your Beauty & Wellness Now

DES**A**ISIV



*Amman*

**Take your brand to new heights with DMHCC!  
Join us in shaping the future of digital healthcare marketing.**

Contact Us:



[info@dmhcc.com](mailto:info@dmhcc.com)



<https://dmhcc.com>