

"THE MOST POWERFUL BRAND IN ANY BUSINESS IS THE LEADER BEHIND IT."



HEALTHCARE TRUST ACCELERATOR

From Trusted Practitioner to
Influential Healthcare Leader

FIREBRAND ACCELERATOR FOOTPRINT



16

Years of Impact

12

Countries Transformed

5000+

Leaders Developed

175+

Clients Transformed



HEALING
TODAY
TRANSFORMING
TOMORROW

THE FOUR AUTHORITY ENABLERS

THE HEALTHCARE TRUST ECOSYSTEM

From Trusted Practitioner to Influential Healthcare Leader



TRUST ACCELERATOR



Healthcare Trust Accelerator

A two-day immersive experience designed to strengthen healthcare leadership, patient trust, strategic communication, industry credibility for healthcare leaders.

KEY AREAS

- Market Leadership
- Strategic Communication
- Optimal Decision Making
- Build High Trust Stakeholder Relationship

TRANSFORMATION:

From Healthcare Professional to Trusted Healthcare Leader.

CEOs, CXOs PANEL



CEOs, CXOs Panel Podcast

A leadership platform designed to showcase healthcare innovations, industry insights, and leadership perspectives shaping the future of healthcare.

KEY AREAS

- Healthcare Success Narratives
- Patient Experience Insights
- Medical Innovation Stories
- Industry Trends & Insights
- Future Healthcare Perspectives

TRANSFORMATION:

From Internal Expert to Industry Voice.

NETWORKING CONCLAVE



Networking Conclave

An exclusive platform connecting healthcare leaders, medical professionals, healthcare innovators, and industry influencers to foster strategic relationships and collaboration.

KEY AREAS

- Healthcare Leadership Networking
- Strategic Partnerships
- Industry Collaboration
- Peer Learning
- Ecosystem Engagement

TRANSFORMATION:

From Professional Network to Healthcare Leadership Network.

PERSONA & AUTHORITY AUDIT



Persona & Authority Audit

A comprehensive assessment designed to evaluate trust readiness, leadership credibility, industry reputation, visibility, and future healthcare preparedness.

KEY AREAS

- Leadership Authority
- Executive Presence
- Industry Credibility
- Market Positioning
- Visibility & Influence
- Trust & Reputation

TRANSFORMATION:

From Assumed Trust to Measured Healthcare Credibility.

THE FOUR BUSINESS IMPERATIVES

OUTCOMES: FROM HEALTHCARE EXPERTISE TO INDUSTRY INFLUENCE

GLOBAL INFLUENCE



Increase Influence Across Patients & Healthcare Ecosystems

Business Need: Healthcare leaders drive significant impact but often remain underrepresented in broader healthcare conversations and industry platforms.

OUTCOME:

- Increase visibility within the healthcare ecosystem
- Strengthen patient preference
- Expand market presence

MESSAGE:

Elevate your voice in healthcare decision-making.

STRATEGIC CAPABILITY



Position the Organization as a Strategic Healthcare Center

Business Need: Many healthcare organizations are recognized for clinical excellence but are not fully perceived as strategic contributors to healthcare innovation and transformation.

OUTCOME:

- Position the organization as a strategic healthcare institution
- Build confidence among stakeholders
- Expand involvement in healthcare innovation initiatives

MESSAGE:

Position your organization as a strategic healthcare partner.

THOUGHT LEADERSHIP



Build Industry Authority & Healthcare Influence

Business Need: Healthcare organizations compete for trust, talent, investments, partnerships, and leadership in healthcare innovation.

OUTCOME:

- Establish a trusted healthcare voice
- Strengthen industry credibility
- Influence patients and stakeholders

MESSAGE:

Establish authority that drives trust and influence.

GLOBAL READINESS



Prepare Leaders for Global Healthcare Roles

Business Need: Retail leaders must navigate changing consumer expectations, digital disruption, global competition, and evolving business models.

OUTCOME:

- Build confidence in global healthcare
- Influence across diverse healthcare ecosystems
- Prepare for regional and global leadership opportunities

MESSAGE:

Prepare leaders to succeed on a global stage.

THE SIX SHIFTS

THE **TRUST** ADVANTAGE FOR HEALTHCARE LEADERS

*From Healthcare Professional to Trusted
Healthcare Leader*



Global Visibility

Become known beyond your organization and healthcare network.



Bigger Roles

Prepare for regional and global healthcare leadership.



Leadership Authority

Build credibility beyond your healthcare organization.



Strategic Influence

Lead conversations that drive healthcare transformation.



Influence Without Authority

Shape decisions across patients and stakeholders.



Industry Voice

Represent the future of healthcare.

IDEAL FOR

• Hospital CEOs, CXOs • Medical Directors • Healthcare Leaders • Clinical Heads • Healthcare Entrepreneurs

THE FIREABRAND VOICE OF INDIA



DR ASHA KAUL
EX PROFESSOR, IIM
AHMEDABAD



SREEKANT K
EX GLOBAL TALENT
LEADER - EY



PRIYANKA DAS
CEO, LAUREATE
GLOBAL



Thought
Leadership



Global
Perspectives



Powerful
Networks



Business
Opportunities



Lasting
Impact



Led by Vision. Driven by Purpose.
RAHUL DEV PHARASI
Curator of the Firebrand Ecosystem
Architect of the Global India Readiness Mission

C SUITE REPRESENTATION



FOR MORE DETAILS, CONTACT

Anamika Mallick — Head, Programs & Partnerships

• 9353000402 • 9880048609 • 9880032545 • 6361908080 • connect@firebrandtrust.com • www.firebrandtrust.com