

9th Health Marketing International Day

14 *Octobre* **Lille**

9^{ème}

Journée Internationale du Marketing Santé

IAE Lille University School of Management

With the support of EHESP-IDM, IAE Lille, UCL-Litl and LUMEN (ULR 4999), the ADEM Santé Plus association organizes the

9th International Health Marketing Day (JIMS 9)

"Digital Innovations and Immersion in Health Communication, Social Marketing, Patient Experience, Ethics, and HR"

sous le patronage de :



association française du marketing



Association de Recherche Appliquée au Management des Organisations de Santé



Call for papers

9th International Health Marketing Day



The central, but not exclusive, theme addressed during this 9th JIMS will be:

***"Digital Innovations and Immersion in Health
Communication, Social Marketing, Patient Experience,
Ethics, and HR"***

Submission Deadline: August 17, 2026

Health marketing is playing an increasingly central role in the transformation of healthcare systems, individual behaviors, and public policies.

The International Health Marketing Day is firmly rooted in a public and organizational health perspective, drawing on the contributions of social marketing, health promotion, management science, social sciences, information science, communication, and digital technologies, particularly in the human resources management of staff, including their training, information, and patient interactions. It aims to critically analyze the uses of marketing in the design, implementation, and evaluation of prevention and health promotion policies, taking into account social determinants, health inequalities, and major contemporary challenges: ethics, equity, effectiveness, trust, personalization, and regulation.

Objectives of JIMS 9:

In a context marked by:

- **accelerated digitalization** of healthcare pathways,
- the rise of **artificial intelligence** and big data,
- persistent or worsening social **health inequalities**,
- **increasing misinformation**,
- the need to rethink **prevention and health promotion strategies**,
- the central **importance of HR** in the sector...

This 9th edition aims to examine **the contributions, limits and responsibilities of marketing applied to health**, from a theoretical, empirical and operational point of view, **social, territorial and cultural inequalities in health, digitalization, artificial intelligence and data in health, social networks, new communication formats**, influence and disinformation, **patient experience**, care pathway and user-centered approach, **ethics, regulation and responsibility of health marketing, critical, theoretical and methodological approaches, digital, human resources** and care relationship: training, informing and engaging health professionals and digital, **human resources and employer branding** in the health sector.

The day is aimed at **researchers, doctoral students, practitioners, public decision-makers and institutional actors**, interested in a critical, interdisciplinary and scientifically grounded approach to digitalization and health marketing.

Nine Thematic Tracks

Track 1 – Social Marketing, Health Promotion and Behavior Change

- Social Marketing and Public Health: Theoretical Frameworks, Foundations, and Developments
- The Interplay Between Social Marketing, Health Promotion, and Prevention
- Public Health Policies and Social Marketing Strategies
- Social Marketing versus Communication
- Co-creating Interventions with Target Audiences and Local Communities
- The Role of Social Marketing in Addressing the Social Determinants of Health
- Health Misinformation: Opinion, Scientific Evidence, and AI
- Limitations, Pitfalls, and Risks of Marketing in Public Health
- Theories and Models of Behavior Change in Health
- Social Marketing and Salutogenesis
- Incentives, Recommendations, Nudges, and Behavioral Approaches
- Decontextualizing Messages to Generalize Their Application
- Evaluating the Effectiveness of Prevention Campaigns
- Social Acceptability and Long-Term Impacts

Track 2 – Social, Territorial and Cultural Health Inequalities

- Health marketing and reducing social and territorial health inequalities
- Targeted strategies (young people, seniors, vulnerable populations) versus universal strategies
- Adapting messages to vulnerable audiences
- Health literacy, empowerment, agency, and capacity to act
- Inclusive marketing and accessible communications
- Accessibility and inclusion: marketing accessible to all, plain language, multilingual, cultural diversity

Track 3 – Digitalization, AI and Health Data

- AI and the personalization of health messages
- Intelligent multichannel: integrating AI into digital platforms and social networks to reach diverse audiences
- AI-driven marketing & patient engagement: how artificial intelligence is transforming patient engagement (predictive analytics, message personalization, campaign optimization)
- Algorithmic segmentation and ethical challenges
- Ethical management of health data (EHD), trust, consent, and transparency in a "privacy-first" world (consent, transparency, GDPR/HIPAA)
- Chatbots, conversational agents, and health education
- Search engines and SERPs (Search Engine Result Pages) in healthcare
- Limitations and biases of digital technologies in social marketing
- ChatGPT Health: helping users better understand their health and the need for autonomy and empowerment
- Evaluation of devices (effectiveness, impact, sustainability)

Track 4 – Social networks, new communication formats, influence and disinformation

- The role of social media platforms in health behaviors
- Influencer marketing and health
- Combating misinformation and fake news
- Narrative, emotional, video, and immersive formats strategies in social marketing
- Online communities, peers and social prescriptions, dissemination and support tools
- Approaches in social marketing and public health
- The role of digital technology in attracting and retaining healthcare professionals
- Social networks, recruitment platforms, employer branding

Track 5 – Patient experience, care pathway and user-centered approach

- Patient centricity and healthcare services marketing
- Patient-centric care: marketing focused on patient expectations, personalized care pathways
- Patient experience and user experience
- Link between employee experience and patient experience
- Connection between organizational performance, quality of care, well-being at work, and patient experience
- Co-creation, participation, and design of care pathways
- Peer support in the patient experience
- Omnichannel and integrated care pathways: consistency between digital and real-world care
- Telemedicine, digital tools, and the caregiver-patient relationship
- Immersive approaches, such as augmented reality, to explain care or technologies
- Measuring perceived value in healthcare

Track 6 – Ethics, Regulation and Responsibility of Health Marketing

- Boundaries between information, persuasion, and manipulation
- Understanding health disinformation and deepfakes
- Regulation of pharmaceutical and medical device marketing
- Social responsibility of health marketing stakeholders
- The role of public institutions in relation to industrial strategies
- Marketing, lobbying, and industry influence on public health policies
- The commercial determinants of health
- Sustainability and environmental health: the link between health and the environment (climate change, workplaces) in communication
- Regulation, transparency, and ethics in health marketing messages

Track 7 – Critical, Theoretical and Methodological Approaches

- Contributions from marketing, communication, and social science theories
- Innovative methodologies in health marketing
- Qualitative, quantitative, and mixed-methods approaches
- Reflexivity, the researcher's stance, and societal implications
- Case studies and international comparisons
- Acceptability, actual use, digital inequalities, and ethical issues

Track 8 – Digital technology, human resources and patient care: training, informing and engaging healthcare professionals

- **Digitalization of Human Resources Management in Healthcare**
 - Initial and continuing training: e-learning, serious games, micro-learning, educational AI...
 - Skills development, prevention of burnout, attracting and retaining staff
 - HR marketing in healthcare organizations
 - Storytelling, testimonials from professionals, crisis communication and transparency
 - Digitalization of HR and career paths in healthcare (onboarding, training, mobility, career and skills management)
 - Burnout prevention, recognition and organizational commitment, quality of work life
 - Digital tools for internal and collaborative communication
- **Digital tools for internal information and communication**
 - Collaborative platforms, intranets, professional apps...
 - Managerial communication, change management, employee engagement
 - Organizational mirroring
 - Co-design, co-creation, and team empowerment
 - Employee satisfaction, engagement, and loyalty indicators
 - Employee experience and quality of work life
 - Employee experience and HR impact indicators
 - E-reputation, digital communication, and employer branding and *storytelling*
- **The role of digital technology in the caregiver-patient relationship**
 - Digital mediation, telehealth, shared decision-making tools
 - Caregivers' relational stance towards connected patients
 - Continuity of the relationship, patient experience, and perceived quality
 - Impact of professional engagement on the quality of the patient relationship
 - Role of professionals in digital health systems (telehealth, apps, platforms)
- **Approaches in social marketing and public health**
 - Digital technology as a lever for health-promoting professional behaviors
 - Acceptability, actual usage, and digital inequalities
 - Evaluation of digital HR and relational systems

Track 9 – Digital, Human Resources, and Employer Branding in the Healthcare Sector

- Building and managing employer branding in healthcare
- Specifics of employer branding in healthcare professions
- Employer branding and HR marketing in healthcare organizations
- Employer identity, values, meaning of work, values of care, and public health missions
- Consistency between employer promise, management practices, and lived experience
- HR marketing and territorial attractiveness strategies
- Link between employer branding, the care relationship, and patient experience
- Alignment of employer brand, institutional brand, and patient "brand"

- Effects of employer branding on trust, perceived quality, and the image of healthcare organizations
- Ethical issues, social acceptability, and risks of instrumentalizing the employer brand
- Evaluating the effectiveness and impact of employer branding strategies
- Employee experience, engagement, and empowerment of professionals

Two types of submissions are expected:

- **Academic contributions** that examine relevant theories, including works in progress or posters to present ongoing projects or bibliographic and/or theoretical syntheses.
- **Practical contributions** that address real-world issues and describe the implementation of innovative operating methods. These contributions will highlight the evolution of practices and organizations in relation to the implementation of marketing or communication strategies and policies.

Submission Guidelines and Key Dates

Types of submissions:

- **Theoretical**
- **Empirical**
- **Methodological**
- **Critical case studies**

Expected submission formats:

- Full academic paper of **5,000 to 9,000 words** maximum.
- Extended abstract or work-in-progress of **3,000 to 5,000 words** maximum.
 - Including:
 - Problem statement
 - Theoretical framework
 - Methodology
 - Main expected results or contributions
 - Implications for healthcare marketing
- Case study of **5,000 to 9,000 words** maximum.

Key dates:

- **August 17, 2026:** Deadline for submitting abstracts
- **September 7, 2026:** Notification to authors
- **October 7, 2026:** Deadline for receiving full papers

Registration:

From **May 14** to **October 7, 2026**

Participation Fees :

Includes proceedings (digital), lunch, and coffee breaks. **Accommodation and travel not included.**

Option 1: Registration fees + proceedings + lunch and breaks:

- Professional attendee: **€220**,
- Academic attendee: **€150**,
- AFM or ARAMOS member: **€100**,
- Author/co-author: **€100**,

Option 2: Reserved for doctoral students and undergraduates (please provide a copy of supporting documentation)

- Registration fees + proceedings + breaks: **70 euros**

- Students/PhD (with proof): €70

Contact :



- **website :** <https://jims-sciconf.com>

- **E-mail :** jims.congres@gmail.com



Calendar:

- **Submission deadline: August 17, 2026 at jims.congres@gmail.com**
- **Notification to authors: September 7, 2026**
- **Deadline for receipt of papers: October 7, 2026**
- **Study Day: Journée d'étude : 14 octobre 2026 – IAE Lille**

Monday August 17, 2026	Deadline for submitting full academic papers in French or English (as a Word document) or pragmatic contributions (with submission of the PowerPoint presentation). – Papers should not exceed 5 pages (excluding appendices).
Monday September 7, 2026	Return to the authors of accepted academic papers , with or without revision based on the scientific committee's evaluations. Return to the accepted pragmatic proposals.
Wednesday October 7, 2026	Deadline for receipt of final academic communications revised by the authors (on electronic file).
Wednesday October 14, 2026	 JIMS, 9th Edition at IAE Lille 

Instructions for Authors

All correspondence relating to the proposal submission process must be in electronic format (first_name_last_name.doc or .ppt) and sent to the following address:

jims.congres@gmail.com

1/ Academic-format articles in French or English should be submitted as follows:

- Papers presenting well-developed research from a conceptual and/or empirical standpoint. (Maximum 5 pages (Times 12, single-spaced, 2.5 cm margins), excluding title page, abstracts, figures, references, and appendices). Submitted papers will undergo double-blind peer review by two reviewers.

2/ PowerPoint presentations will have a free format. The first page will include the title, the author's name and institution as well as their contact details; the last page will be devoted to the bibliography if applicable.

Scientific Valorization:

• **Publication project:** proceedings / JMT special issue / collective work / DM

The best communications may be submitted to: **a special issue of a journal (JMT), to DM** for selected articles **and/or a collective book**, depending on the quality of the presentations and the scientific partnerships made.

Si votre recherche, fondamentale ou appliquée, présente une contribution académique significative, soumettez-la sans plus attendre à l'une des deux revues scientifiques de l'afm (www.afm-marketing.org)



Scientific Committee

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IAE, 104 Av. du Peuple Belge, 59800 Vieux-Lille, France
 Wednesday, 14 October 2026; 8:30am - 18:00pm
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1 JOUR - 50 ET 60 PRÉSENTATIONS - 9 THÈMES

La 9^{ème} Journée Internationale du Marketing Santé

IAE, Lille - Mercredi, 14 Octobre 2026

Programme - Vidéo de Campus IAE Lille

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