

18th International Conference on

GLAUCOMA & RETINAL DISEASES

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18th World Conference on

OPTOMETRY AND PHOTO REFRACTIVE KERATECTOMY

September 24-25, 2018 | Dallas, USA

Effective marketing mix elements of optical medical products to improve performance

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Objectives: The marketing mix of optical medical products is expressed by a variety of marketing tools that the organization needs to achieve its objectives in the target market, where the marketing mix consists of four main elements: product, pricing, promotion, and distribution. The main criterion of these elements in the success or failure of the marketing of medical optical products, Since the existence of any defect in the design or implementation of marketing mix leads to the failure of delivery of products in the market. This study aims to identify the impact of marketing mix elements of optical medical products on the marketing performance in the optical manufacturing and trading industry in Jordan. Where optical medical products in this study presented by eyesight corrections' medical lenses, contact lenses, contact lens solutions, eyeglasses frames, and sunglasses.

Biography

Nezar R Damati completed MBA degree. He is a Doctor of Optometry, Professional Academic Educator, highly motivated Optometrist, CL Practitioner and Consultant in fitting for the most prestigious clinics and optical chains. He has extensive experience in ECP, an exposure in CL education, and training programs on leadership in CL fitting. He is a Certified International Professional Trainer and a member for European foundation for quality management assessor, Head of the scientific committee of Jordanian optometry syndicate.

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