



introducing the 2026 AHW

official marketing partner

marketing movement

HEALTHCARE MARKETING EXPERTS

marketingmovement.net

healthcare marketing with integrity.

Marketing Movement is an Australian-owned, women-led marketing agency specialising in healthcare. Our team works exclusively with clinics, practices and healthcare organisations across Australia, supporting sustainable growth through ethical, compliant and well-executed marketing.

Healthcare marketing is not general marketing with a different label. It sits at the intersection of trust, regulation, technology and patient decision-making. Every strategy we develop is built with this in mind, balancing performance with responsibility, and visibility with credibility.

We work day-in, day-out with healthcare providers navigating:

- AHPRA advertising regulations
- Platform-specific restrictions across Google and Meta
- Increasing competition in local and national search results
- The rapid influence of AI on how patients research and choose providers

Our role is to simplify this complexity, provide clarity, and help clinics make confident, informed decisions about where to focus their time, energy and investment.

And this is what we're going to be bringing to AHW.

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why Australian Healthcare Week matters.

Australian Healthcare Week brings together leaders, operators and innovators from across the healthcare sector. It is one of the few environments where clinical, operational and commercial conversations can happen side by side.

For clinics and practices, AHW offers a valuable opportunity to step out of the day-to-day and assess the bigger picture:

- How patient behaviour is changing
- How platforms like Google and Meta are evolving
- How AI is reshaping visibility, search and trust
- What consistent growth actually looks like in 2026 and beyond

Our presence at AHW is designed to support these conversations in a practical, grounded way, without hype or hard selling.

at AHW, we'll teach you...

the latest
marketing
developments

what's
working for
healthcare

how to make
2026 your
best year yet

what you can expect.

Free one-on-one strategy sessions

At both days of Australian Healthcare Week, we are offering complimentary strategy sessions at our booth. These are short, focused conversations designed to help you:

- Sense-check your current marketing approach
- Identify gaps or missed opportunities
- Understand what is helping or hindering your growth
- Clarify where to focus next for the biggest impact

These sessions are not sales pitches. They are an opportunity to speak directly with healthcare marketing professionals who understand your landscape and constraints. Whether you are running a single clinic or managing a multi-location group, we tailor the conversation to your reality.

The Healthcare Ranking Toolkit

Visitors to our booth will also receive access to our Healthcare Ranking Toolkit, a practical digital resource designed to help clinics assess their current visibility and marketing foundations.

The toolkit walks through key areas such as:

- SEO (search engine optimisation) & AIO (artificial intelligence optimisation)
- What you need to focus on (and what you don't)
- A checklist you can follow to improve your search engine rankings & digital presence
- What strong clinics are doing in 2026

Rather than focusing on trends or tactics in isolation, the toolkit helps you understand how each element works together to support long-term growth.



our healthcare marketing workshops.

We will be running marketing workshops across both days of Australian Healthcare Week, designed specifically for healthcare professionals and decision-makers. These sessions focus on what is *actually* changing, not what is being overhyped.

What we will cover

- How Google search is evolving in 2026, including AI-driven results and what clinics need to prioritise in order to be seen by the right patients
- Why quality, credibility and education now outperform volume and promotion. The importance of valuable content and how this is being prioritised by search engines
- The latest Google algorithm updates and what they mean for your clinic
- How to build consistency across SEO, AIO, paid ads and content; and how to combine them to create a strong marketing strategy in 2026
- Real case studies of clinics we work with, showcasing real results and how we achieved them

The goal of these workshops is education, not complexity. You will leave with a clearer understanding of what matters, what does not, and how to make better marketing decisions over the next 12 months.

a chance to talk about your clinic.

Beyond the presentations, workshops and resources, Australian Healthcare Week is ultimately about **conversation**.

At our booth, you will have the opportunity to talk openly about your practice or clinic with people who:

- Specialise in healthcare marketing (from medical to allied health and beyond)
- Understand regulatory and platform constraints, making compliance a priority
- Work ethically to create sustainable growth for your clinic, not just short-term wins
- Have worked with hundreds of Australian clinics, helping them grow, scale and create consistency for their team

Sometimes the most valuable outcome is not a tactic or a tool, but clarity. Knowing what to stop doing, what to refine, and what to commit to with confidence.



join us at Australian Healthcare Week



If you are attending Australian Healthcare Week and want:

- A clearer understanding of where healthcare marketing is heading
- Practical insights you can apply immediately
- A chance to sense-check your current approach
- Access to tools and resources designed specifically for clinics

We invite you to visit our booth, attend our workshops, and start a conversation.


No pressure. No jargon. Just informed, honest guidance to help you build a stronger, more consistent marketing foundation for the year ahead.

If you haven't already, click below to grab your free tickets to the event.

[register for your free tickets](#)

 hello@marketingmovement.net

 www.marketingmovement.net

 [1300 414 201](tel:1300_414_201)

