

# DR. MAIDA AFFAN

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Dr. Maida Affan is a healthcare marketing and communications professional with 7 years of industry experience. Her core expertise is clinical content and health communications strategies with over 7 years of experience. She has a versatile background in working across inter-disciplinary fields including telemedicine, EMRs, medical devices, medical education, pharmaceuticals, wellness, and healthcare consumer goods. She has a marketing certification from Google and was in the Advantage Training Program at Fluke Biomedical.

Dr. Maida has developed creative content marketing strategies for various individuals and healthcare organizations. Most of her experience revolves around B2B and personal branding. Some of her articles on telehealth have ranked among the top 5 on Google. She demonstrates a track record of identifying brand differentiators and developing marketing & growth strategies that resonate with the target audience and drive results.

Dr. Maida has helped healthcare startups strengthen their positioning in a highly competitive market by planning and executing effective outreach processes in the digital landscape through valuable content assets & data-driven strategies that incorporate important digital touchpoints.

She is an advocate of health equity and digital health literacy. She works towards improving medical education and training. She has developed training courses for the NHS, designed examination papers for Universities in Europe and is a content contributor to HIMSS.

Dr. Maida also hosts a digital health podcast where industry experts, entrepreneurs, enthusiasts, and emerging leaders come together and share their insights and experiences. She also plans and promotes virtual healthcare events such as webinars, summits, and online conferences.

Her efforts aim to bridge the communication gap between healers and those that seek healing putting convenience and empathy at the core of her strategies.