



Libyan International Medical University Faculty of Business Administration



Healthcare Marketing

Student: Anas Adel ELKish1692

Supervised By: Dr. Sabri Elkrggli

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History of healthcare marketing?

This historical account of healthcare marketing will begin in the 1970s, a time when services from healthcare providers were rising in demand due to a shortage, particularly in rural areas. Due to the lack of healthcare services available, the healthcare sector began aggressively building hospitals to offer and provide quality healthcare services, and so the popularity of for-profit hospitals began using marketing strategies to attract patients to their healthcare institutions by showcasing a variety of services through public relation functions.

From the 1990s to the present, the healthcare industry had set its focus heavily towards new marketing strategies from past experiences that dictated that it is the most effective method to not only stay competitive but to also stay relevant in the ever-evolving and advancing world of healthcare. One such healthcare marketing strategy that has now become the new normal is offering quality care through telemedicine, where patients can stay connected with their healthcare providers without leaving the comforts of their homes.

Introduction

Healthcare marketing has evolved and grown to be a sophisticated process of finding creative ways to engage with patients where they are on the patient care continuum.

Healthcare Marketing is an ingenious approach which draws from traditional marketing theories and adds science-based strategies to the healthcare promotion. It is interdisciplinary in nature drawing ideas from various fields such as marketing, communication and public health promotion in-turn providing a framework of strategies and techniques that can be used to guide work in marketing.

What is Healthcare?

- ▶ The prevention, treatment, and management of illness and the preservation of mental and physical well-being through the services offered by the medical and allied health professions.
- ▶ Healthcare refers to the organized provision of medical care to people and communities. By that definition, healthcare careers do not just include doctors, nurses, and other frontline clinicians who often come to mind first when people think of healthcare jobs. Administrators, therapists, chiropractors, paramedics, and technology professionals all have a place in helping people live well.

- ▶ Healthcare marketing is the process of developing marketing and communication strategies to reach new patients and improve patient care by developing an open line of communication between providers or healthcare organizations and their patients. Healthcare marketing seeks to deliver valuable content and resources to patients across the care continuum using websites, social media, paid advertising, SEO, email marketing, video, and many more mediums.

What is Healthcare Marketing?

Why is Healthcare Marketing important?

The importance of marketing in the healthcare industry is to develop and execute marketing strategies geared toward engaging and educating patients on their healthcare journey through SEO, digital advertising, website, content marketing, and more.

The most effective marketing in healthcare is patient-centric, meaning it focuses on who the patient is, what information they care about, and building a trust relationship.

How is Health Marketing Different ?

The healthcare industry is always changing, and patient education and information are fastly becoming the forefront of focus.

The healthcare world is competitive, and as local competition grows and large hospital systems come into the mix, the more difficult it can be to stand out and promote your medical services.

Healthcare marketing allows you to increase your visibility from your competitors on local search engines and social media platforms.

Benefits of Healthcare Marketing?

Will Increase the Patient Base of the Practice

Increase Local Physician Referrals to the Practice

Promote Important Medical Services

Enhance The Patient Experience at the Practice

Keep patients engaged with relevant, personalized, and timely outreach throughout their journeys.

Obstacles of Healthcare Marketing

Few healthcare administrators have been trained in the business aspects of healthcare

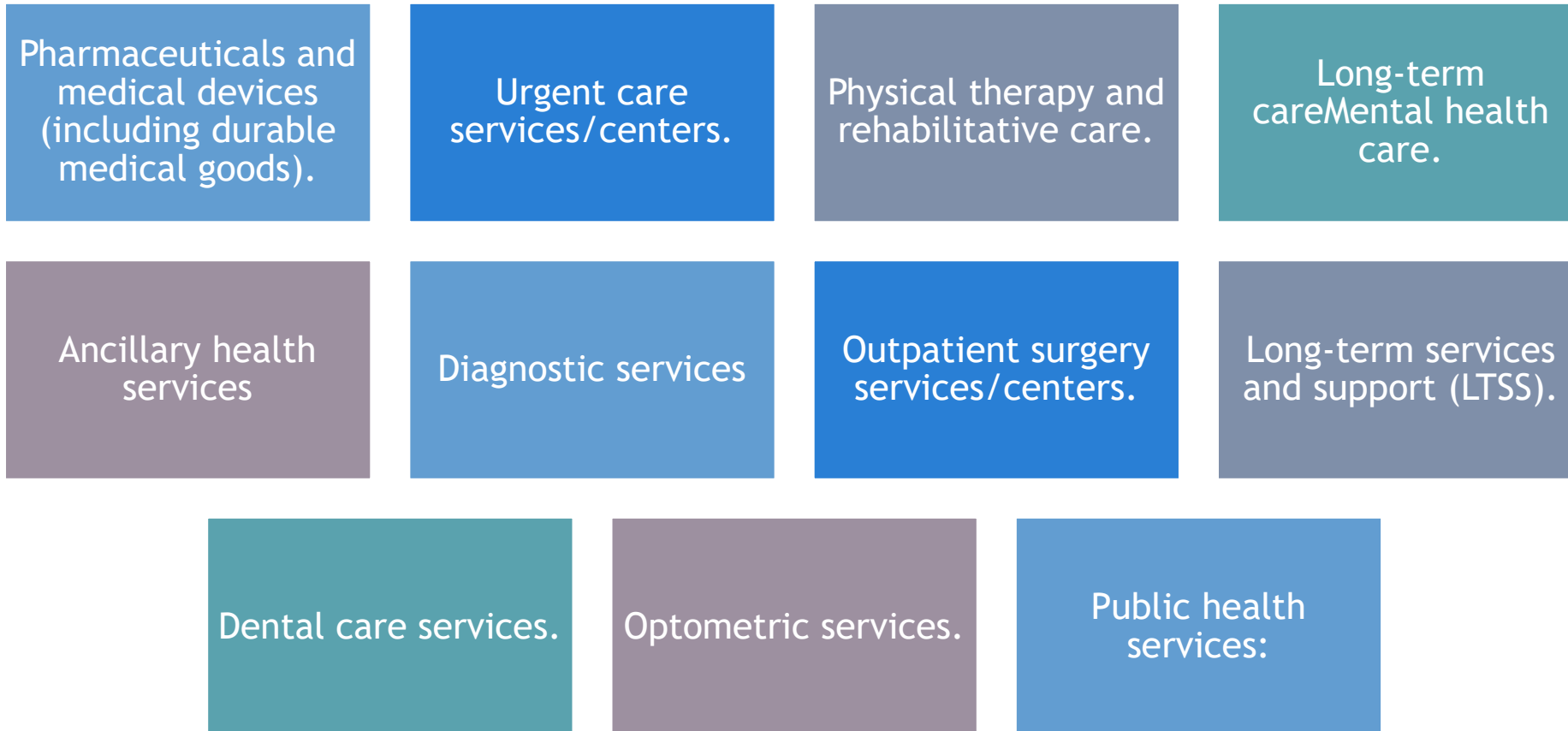
Some industry restricts marketing that discourage or outright prohibit certain marketing activities

There is concern over the return on investment (ROI) that marketing can generate

Cost/benefit analyses is extremely difficult

Healthcare marketers may not have access to the resources and capabilities that they are used to in other industries

Types of Healthcare Services Usually Marketed



Marketing is about communicating the advantages of a health care product or service to consumers

A comprehensive classification of “customer” in health care marketing includes;

- End user customer: The patient
- A patient’s family
- The well person; the consumer
- Physician
- Pharmacists
- Care coordinators
- Communities and consumers
- Internal customers: The staff of the health care organization

Consumerism in Healthcare Marketing

Conclusion

healthcare marketing is a strategic method used by organisations to develop an open line of communication between patients, current and potential, and healthcare providers. It is evident that the goal is to attempt delivering valuable knowledge and resources to patients worldwide

Through many pieces of evidence it was shown the most impacting marketing strategy in healthcare is being centred around the patients, therefore focusing majorly on who the patient is, what knowledge they hope to receive, and building a know, like, and trust worthy relationship. As we know, the healthcare industry is constantly evolving, and patient knowledge is rapidly becoming the forefront of focus.

It is clear to that healthcare world is a competition, and as local competition evolves and big hospital systems become involved the more difficult it becomes more of an obstacle to be unique and market your medical services.

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**THANK
YOU!**

