

# Healthcare Marketing



Dr. Israa Al-Rawashdeh MD, MPH, PhD  
Faculty of Medicine  
Mutah University  
2022

# Background

- A shift from public (free) services ( already overcrowded , no need to attract more clients) to expansion of for-profit (fee-for service) hospitals (not afforded by everybody, need to attract clients)
- Introduction of new services.
- Growth of elective procedures

With all this expansion and improvement came competition

More health care (consumers) have more choices (options) of what service to have and from whom to get those services → The final decision belongs to the consumer.

The role of the provider has changed to focus on supporting the consumer by giving more confidence about the outcome or reduce fear about their choice . This is done by communication with the consumer.

Every business (remember, health care is a business) survive and thrive only if people utilize their services. So, there is a need for the marketing of healthcare services.

# Definitions:

**Marketing:** *a management process that involves the assessment of customer wants and needs, and the performance of all activities associated with the development, pricing, provision, and promotion of product solutions that satisfy those wants and needs.*

**Healthcare marketing:** involves any activities that relate to the development, packaging, pricing and distribution of healthcare products and to any mechanisms used for promoting these products.

# Wants and Needs

First, assessing the wants and needs of consumers.

NEED: is something that a person requires for well-being and possibly survival.

WANT: is something that a person simply desires.

For example: coronary artery bypass surgery ( need), elective cosmetic surgery (want).

# Products

The term product refers to any offer provided by an entity for purchase and consumption.

# The Nature of Healthcare Products

## ***1. Ideas:***

- Concepts that deliver a perception to the consumer.
- Example: The organization's image, quality care, professionalism, value. Etc.
- Aims to increase familiarity-----→utilization.

## ***2. Goods:***

- A (tangible) product that is typically purchased on a one-at-a-time basis.
- Example: Health products (e.g. band-aids, toothpaste, pharmaceuticals, home testing kits and therapeutic equipment (sale and rental).

## ***3. Services:***

- Services are (intangible) (e.g. physical examinations, medical advice) .
- It is more difficult to quantify and evaluate services than goods.
- Services cannot be stored and once provided they have no residual value.

The purchase of goods tends to be a one-shot episode, while services may represent an on-going process.

## *Brief history, stages of Healthcare Marketing*

- Most of hospitals and physicians considered marketing (advertising) to be *inappropriate and even unethical*. (in **1950s** )
- After that, The Media relations role often consisted of answering reporters' questions about patients' conditions. (Pre-marketing)
- Gradually, an understanding that there is nothing wrong in making the public aware of the services available in a hospital. Providing information to people about healthcare services without any exaggeration is not considered unethical.
- By the turn of the **twenty-first century**, marketing became **an essential function** for healthcare organizations. Internet presence (e.g. social media, chat services).
- The emphasis of marketing shifted from sick people to well (all) people.



## NOW...Scientific Evidence on Effects of Smoking!

A MEDICAL SPECIALIST is making regular bi-monthly examinations of a group of people from various walks of life. 45 percent of this group have smoked Chesterfield for an average of over ten years.

After ten months, the medical specialist reports that he observed...

no adverse effects on the nose, throat and sinuses of the group from smoking Chesterfield.

**MUCH Milder CHESTERFIELD IS BEST FOR YOU**

APRIL 1963



## According to a recent Nationwide survey: MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

DOCTORS in every branch of medicine—113,897 in all—were queried in this nationwide study of cigarette preferences. These leading research organizations made the survey. The gist of the query was—What cigarette do you smoke, Doctor?

The brand named most was Camel! The rich, full flavor and mildness of Camel's

Your "T-Zone" Will Tell You...  
T for Taste... T for Throat... that's your



## Sugar just might be the willpower you need to curb your appetite.

We know it sounds odd—but it can work. Spoil your appetite by eating something with sugar. Sugar works faster than any other food to turn your appetite down, your energy up.

Then, when mealtime comes, you're less apt to overeat. Willpower never tasted so good. Sugar... only 10 calories per teaspoon, and it's all energy.

Sugar Information  
General Post Office Box 94, New York, N. Y. 10001

## Sugar's quick energy can be the willpower you need to eat less.

Surprise! Sugar isn't a bad guy. The sugar in a soft drink or ice cream cone, shortly before mealtime, turns into energy fast. And that energy could be just the energy you need to say "no!"

to those extra helpings at mealtime. That's why sugar is a good guy. Surprise! Sugar... only 10 calories per teaspoon, and it's all energy.

Sugar Information  
General Post Office Box 94, New York, N. Y. 10001

# Nowadays!

- Health care organizations spend a lot on marketing, advertising, and public relations activities on communication.
- The money spent on marketing, advertising, and public relations is now considered as an investment that will return more money in revenues, even though this will appear on the “expenses” side of the facility’s financial balance sheet.
- A line item to cover marketing, advertising and public relations activities should be included in the facility’s budget .



# “Levels” of Marketing

- According to the scope of the market, these include:
  1. Mass marketing
  2. Target marketing

# *1. Mass Marketing*

- **Mass marketing :**

- Involves the use of broad scope media that essentially target the entire population.
- Most frequently utilized by large national firms.
- In the early days of healthcare marketing, healthcare organizations used mass media to promote all services to all members of the target audience without regard for the fact that different segments of the audience might require different services.

# *Target Marketing*

## **Target marketing:**

- Focus on a market segment to which an organization desires to offer goods/services.
- Target markets in healthcare may be defined based on geography, demographics, lifestyles, insurance coverage, usage rates and/or other customer attributes
- ***Primary target market*** the largest group of people with the biggest and most frequent need or want for your product or service.

# Marketing Mix 4Ps and 4Cs

Marketing Mix: marketers formulate the marketing mix for each customer group after target marketing is done.

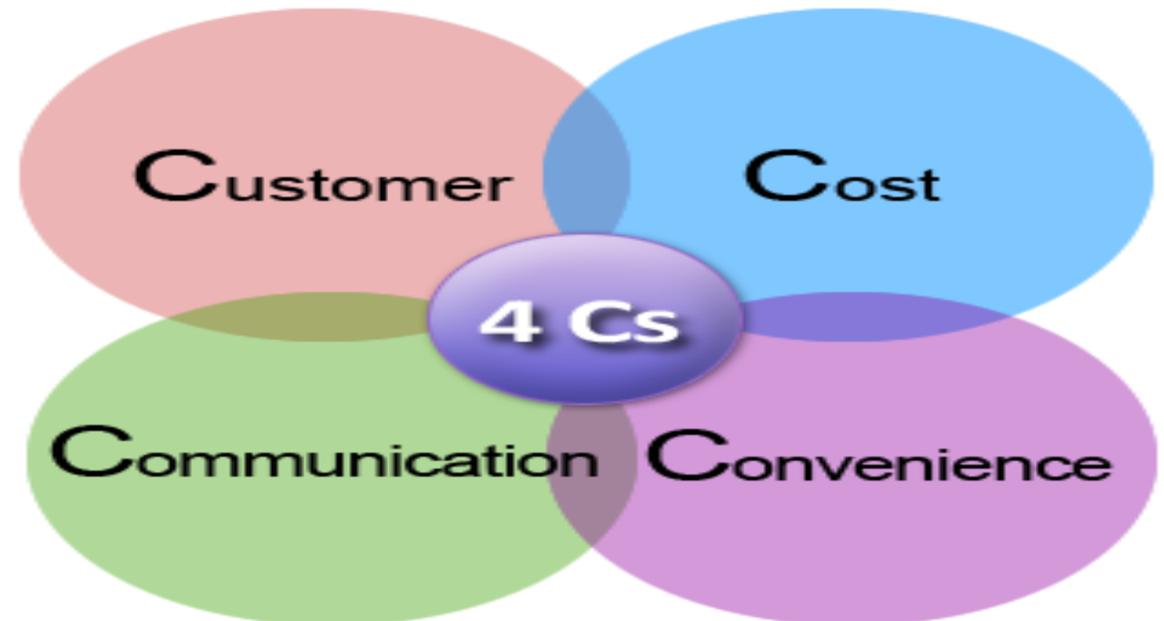
- **The 4Ps of Marketing**

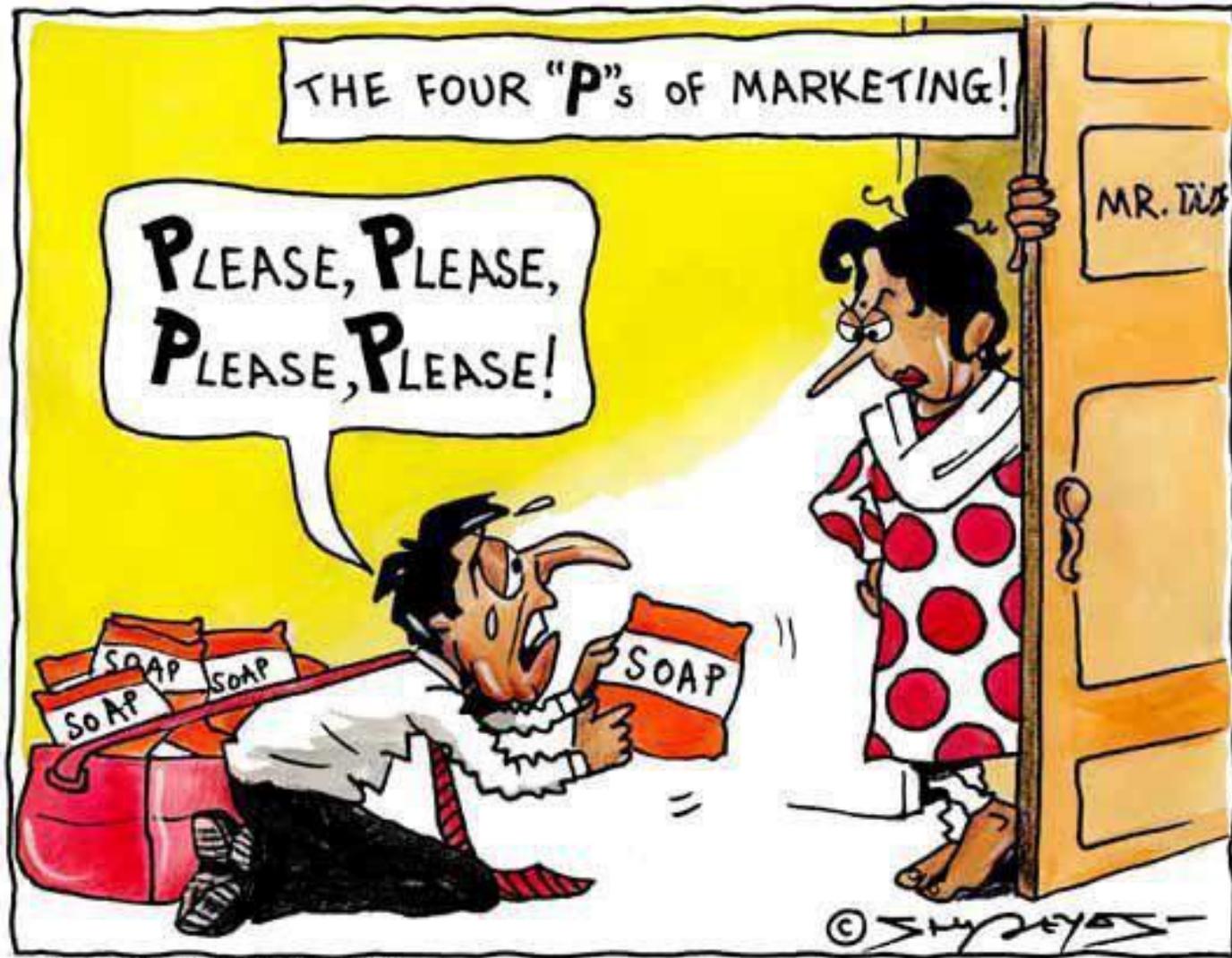
1. Product
2. Price
3. Place
4. Promotion

- **These 4Ps of the providers are linked to the 4Cs of the consumers,**

1. Customer solution
2. Customer cost,
3. Convenience
4. Communication in that order.

- **People, Process & Physical evidence** are the extended marketing mix.





# Marketing Planning

- a marketing plan is needed to let your consumer population, both current and prospective, know who you are and what you do. *A sign on the door stating “Doctor’s Office” is no longer enough information.*
- A written plan is preferred to prevent the waste of efforts and money.
- The plan should establish the activities for **two important stages**: *presence* and *reinforcement*.
- Stage one establishes the **presence** in the community and attaches the **image** of what kind of health care provider you are, and stage two will maintain that presence in between campaigns.
- 10-80-10 rule.

# Marketing plan steps



1. Determine the audience (a clear identification of primary target market) .
2. Spend all effort and money communicating with this target market. (not a process of exclusion, rather is a process of focus).
3. Build support and enthusiasm – Find the experts who will help support marketing efforts through speaking engagements, newspaper interviews, and media.
4. Comparative analysis –competitors analysis ( current and any future new services).
5. Measure and evaluate: –track (new) consumers calls for information, physician referrals, website hits, patient/procedure records.
6. Timing is everything.

# Marketing Research

- Demographics and Psychographics
- A target market profile consists of demographic and psychographic descriptors.
- Demographics: describe a person or group of persons. Divide the general population into segments determined by age, gender, and income, occupation, education, location, marital status.
- Narrow the target market as possible using these segments.

- Basic psychographics describes internal characteristics — personality, values, beliefs, lifestyle, attitudes, interests— so you can **market** accordingly.
- Mind-set, refers to the consumers’ frame of mind while experiencing the marketed message. marketers must be certain to communicate message with consumers when they are psychologically ready to absorb the information. **“you have a problem,” followed by “we have a solution”**

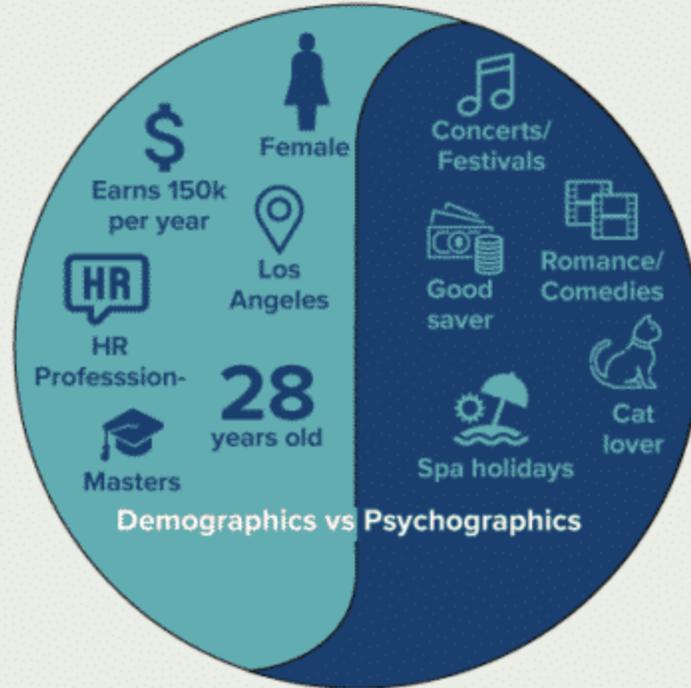


# Psychographic Segmentation and The Art of Persuasion

## CUSTOMER SEGMENT

### Demographics

- Age
- Gender
- Occupation
- Location
- Education
- Marital status



### Psychographics

- Personality traits
- Lifestyle
- Attitudes
- Values
- Interests
- Beliefs

# Promotion

- Promotion is the action component of the marketing mix.
- The variety of techniques used to reach consumers with the purpose of promoting an idea, organization, or product.
- **Traditional promotional activities includes familiar techniques such as:**
  1. Public relations
  2. Advertising, sales

# *Public Relations and Communication*

**Public relations:** the process of building good will and trust with the public. Involves distribution and information dissemination to influence feelings, opinions or beliefs about an organization and its services

## **Public relations include:**

- Collateral materials (including e-collateral)
  - ° Brochures
  - ° Letterhead
  - ° Business cards
- Press releases
- Press conferences
- Distribution of feature stories to the media
- Public service announcements
- Event sponsorships

# Communication

- It is an opportunity to tell what services can be offer to consumers.
- The message to the referring provider would be similar to the message communicated directly to patients: e.g. the organization's mission, the staff's skill and knowledge, accolades provided by accrediting bodies, and the assurance that the facility will give the best possible care to referred patients.



**عروض الألماس**

**هدية قيادة ألماس عند الولادة**

نقدم خدمة الوصيفة الخاصة لكل أم والتي تهتم وتشرف على خدمة الأم والزوار طوال فترة الإقامة في الجناح. توفير خدمة المساج والمكياج للأم.

العرض يشمل عملاء التأمين

**www.victoria-hos.com**  
**011 2099999**

مستشفى جيرانيا HOSPITAL للنساء والولادة والرضع

@victoriahospita  
victoriahospital



# *Advertising*

- Advertising refers to direct methods for calling attention to something or someone.

## Print

- Newspapers
- Magazines
- Journals
- Newsletters
- Brochures/flyers

## Electronic

- Television
- Radio
- Internet

## Outdoor

- Billboards
- Transportation venues

## Display

- Store displays
- Posters

كورونا  
وزارة الصحة  
المملكة الأردنية الهاشمية

# لقاح كوفيد-19

## TAKE A STAND AGAINST BREAST CANCER

وزارة الصحة  
Ministry of Health

### #متر\_ونص

حافظ على التباعد الاجتماعي  
والتزم بـ #متر\_ونص عند الحاجة لمخالطة الآخرين

www.moh.gov.sa | 937 | SaudMOH | MOHPortal | SaudMOH | Saudi\_Moh

الرعاية الخاصة للأستاذ  
Special Care  
- Since 1988 -

## #احنا\_نضبطك

## وزارة الصحة تطلق حملة وطنية للتوعية بأهمية تلقي لقاح كورونا (كوفيد-19)

بادر للحصول على اللقاح  
www.vaccine.jo  
الرابطة الخاص بالتسجيل

وزارة الصحة الأردنية

DR. SHADY ALSHAIKH  
Dental Care

DrShadiAlshaiKh | DrShadysh | Faxmaxjo

www.DrShadySh.net

A simple question can reveal as much as a test.

"WHAT ARE OUR GOALS FOR TODAY?"

Ask your patients about their health priorities at each visit. When you do, both you and your patient can make the most out of the time you have together, and they'll feel more invested in their own care. Not only does that improve efficiencies, but it also helps improve health outcomes.

الجمهورية اللبنانية  
وزارة الصحة العامة

## 1 من 4 أشخاص لبنان ممكن يعانون من اضطراب نفسي بمرحلة من حياتهم

#صار\_وقت\_نحكي

# Advertising/Print material

- **Print media** includes magazines and newspapers—in both paper and electronic formats.
- **Flyers and brochures** on general good health, such as healthy eating, getting exercise, lifting heavy objects properly (with the name and address of the health care facility or provider) support the patient by educating them about these important healthy habits, and at the same time reminding them about provider services.
- **Article**, or series of articles published in a local magazine, newspaper, or on Facebook or LinkedIn can also establish a relationship with potential consumers.
- Print materials provide space to completely describe a type of procedure and provide all details necessary to get the patient/consumer to contact the provider about the service. Audience can choose how much time to spend getting information.
- Can be used in waiting area, or distributed at a health occasions/fairs, these make great leave-behinds to deliver the message in a nonintrusive manner.

# Electronic

- *Television* is a popular advertising method and have several advantages. These include:
  - (1) the ability to build a high level of awareness
  - (2) access to large audiences
  - (3) the ability to demonstrate a product (using sound and vision)
  - (4) compulsiveness;
  - (5) a comfortable, at-home viewing environment.
- The disadvantages:
  - commercial breaks may be seen as irritating, TV is considered to be transient (short periods) , and the audience cannot be very targeted. In addition, television advertising time is very expensive.

- *Radio* is a longstanding advertising medium that has a lot of advantages.
- Radios are often considered as “companions”.
- Can target the audience (the station type and the time of day to advertise).
- Disadvantages:  
Lacking visual attributes  
Having a small audience.

- *Internet* advertising: **pop-up ads**.

Advantages:

Can reach both general public and targeted consumer groups.

Low relative cost

Interactive + direct feedback

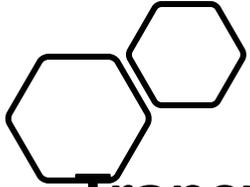
Disadvantage:

Irritating to some audience

# Advertising

- **Outdoor advertising :**
  - The large signs alongside highways known as **billboards**. Can be seen and identified with from a distance in a very short amount of time.





- **Transportation venues or Signage** on bus stop shelters, inside the bus itself, signage in and on trains, and the kiosk signs along the walkways within shopping mall.
- Message should be super short: the rule of thumb is no more than six words plus your logo.

