

## Marketing management orientation in healthcare

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### **Abstract**

*Healthcare is one of the fastest growing industries in the world. All healthcare systems, whether public or private, face the challenge of sustainability. Costs have increased due to demographic changes (eg, aging population, increase in non-communicable diseases). Healthcare management is responsible for improving treatment options and direct organizational policies and procedures. Health care management cares about patients, so that the services offered benefit patients. Healthcare management ensures that budgets allow for maximum efficiency and quality and usually manage a team of medical staff. Healthcare management is critically important when it comes to keeping healthcare facilities, such as hospitals, running smoothly and safely. Healthcare managers are responsible for keeping the medical industry moving smoothly, and effectively. This means patients receive better and more efficient care. Additionally, many healthcare managers or administrators have worked tirelessly to promote the need for quality access to healthcare for their patients, leading to significant changes in the healthcare field. As patients begin to have a broader understanding of their healthcare, and an increased demand for good quality service, having people who understand the ins and outs of the healthcare system will be more important than ever.*

**Keywords:** patient, provider, administrator, manager, population, procedures

### **Introduction**

Healthcare management, also referred to as healthcare administration, is the administration, management or oversight of healthcare systems, public health systems, hospitals, entire hospital networks or other medical facilities. Duties of these professionals include ensuring that individual departments run smoothly, qualified employees are hired, information is disseminated efficiently throughout the organization,

specific outcomes are reached and resources are used efficiently, among many other responsibilities.

Healthcare marketing management directs the activities of healthcare organizations to ensure continuous improvement in patient care and to select the right technology to improve efficiency and patient health outcomes. Healthcare marketing management is healthcare management with multiple medical facilities, clinics or hospital departments. Healthcare marketing management provides a variety of functions, including policy administration, accounting, facilities management and overall operations, as well as consulting on new technology. All of these roles are focused on the same thing: patient-centered healthcare.

### **Integrated healthcare marketing program**

An integrated marketing program uses a variety of methods to reach consumers to increase healthcare organization awareness and loyalty. An integrated marketing program is often used by healthcare organizations because it allows them to target their customers based on their needs, behaviors and values:<sup>19</sup>

- The most effective way to integrate marketing into the healthcare industry is through social media marketing. This allows healthcare organizations to reach potential patients directly and provide valuable information about the services they offer while maintaining privacy.
- Another popular way to integrate marketing into the healthcare industry is through mobile advertising campaigns. These campaigns may be targeted specifically at patients who may need certain services or treatments to help them heal faster or recover better from an illness or injury. Integrated marketing can also be used in other areas such as email campaigns, events and more traditional types of advertising such as print ads and billboards.
- Integrated marketing, which we call integrated engagement, helps healthcare organizations build meaningful relationships with consumers at every touchpoint, over time, as they progress along their health journey. To build a healthcare brand, integrated marketing is essential.

The marketing program in healthcare, i.e. in healthcare organizations, is a plan regarding the various marketing activities undertaken by the healthcare organization to increase sales of healthcare services and products. The marketing program is a coordinated and well-designed set of activities to achieve the marketing goals of the healthcare organization. organization:<sup>19</sup>

- Marketing objectives are strategic sales objectives that match product strengths and are based on various product characteristics. Different marketing programs can be followed depending on the situation. In order to build strong customer relationships and maximize sales, organizations follow various marketing, sales and loyalty programs.
- Marketing is a broad field, which includes various elements such as advertising, brand and logo design, sales calls, websites, brochures, packaging, shows, conferences and other events, etc. The more tools, the better. But the variety and complexity of elections make it difficult to organize and focus. The 4Ps- product, place, price and promotion can be used to develop these marketing programs.

To succeed in the world of marketing, healthcare, that is, healthcare organizations need an effective marketing program. A marketing program is a set of planned marketing activities designed to achieve a certain goal in a certain period:<sup>19</sup>

- Having a successful marketing program is vital to the success of a healthcare organization. The marketing program enables healthcare organizations to develop their organization, i.e. brand, increase awareness and promote the sale of their healthcare services or products.
- A good marketing program can also increase revenue by attracting new customers and rewarding current customers with loyalty programs. This practice encourages repeat use of health services and ensures the ongoing economic stability of the organization.
- A good marketing program allows consumers of healthcare services and products to become aware of the service or product and build trust. This can lead to increased sales in the future, so healthcare organizations should have a constant presence in all different types of media.

The integrated healthcare marketing program is developed to determine how the defined value is to be delivered to the users of the healthcare services. The marketing program in healthcare determines the ways healthcare organizations build relationships with their patients by turning the marketing strategy into specific marketing activities. It consists of the marketing mix of the organization and the marketing tools used to implement the strategy. Integrated marketing is a holistic approach to marketing that takes into account all aspects of the marketing mix:<sup>19</sup>

- ❖ The main marketing mix assets in healthcare are grouped into 5Ps:
  - Product;
  - Place;

- Price; and
- Promotion;
- Process.

❖ A healthcare marketing plan should be purposeful and consistently developed to be part of regular operations and integrated to achieve the organization's mission. These strategies (5P's) are necessary for the development and execution of health services and the growth of the profession that clients, as well as the health community, can accept. The 5Ps could guide healthcare marketing and ensure that market demands are effectively met to provide the necessary services.

❖ The 5P framework can be used by healthcare professionals to better understand the drivers of patient experience and create a strategy to improve patient satisfaction.

- **Health products** are defined as substances that give energy or make a person healthy. Health products are vitamins, minerals, herbal medicines, homeopathic preparations, and probiotics; even some traditional medicines are also prescribed by a doctor or any equivalent practitioner.
- **Healthcare placement** begins from the moment a patient walks in the door, or even earlier, if the patient is previously admitted or transferred from another facility. The healthcare placement process continues until the patient is discharged to another facility or returns home. Between these endpoints, the patient is seen by multiple healthcare professionals, undergoes many tests, and uses numerous facility services. The placement process is optimized when quality and timeliness are optimized at each of these touchpoints. This includes effective operational processes, smooth transitions, and excellent communications.
- **Healthcare pricing** refers to the administrative process by which prices are determined after the unit of payment has been determined (e.g. GP, residential care day, or hospitalization case). Pricing and regulation of health services is a key component of the strategic provision of health services. Countries align pricing policies with the broader goals of providing financial protection, equitable distribution of resources according to health needs, promotion of quality, and public health goals, as well as controlling the growth of healthcare costs and increasing efficiency.
- The goal of **health promotion** is to positively influence the health behavior of individuals and communities, as well as the living and working conditions that affect their health. Health promotion improves the health status of individuals,

families, communities, states, and the nation. Health promotion improves the quality of life for all people. By focusing on prevention, health promotion reduces the costs (both financial and human) that individuals, employers, families, insurance companies, medical facilities, communities, the state, and the nation would spend on medical treatment.

- **Health processes** drive activities and outcomes throughout the health system, from admissions and procedures to billing and discharge. Healthcare processes represent a series of activities that are typically carried out when providing care to patients belonging to various defined groups.
- ❖ Modern marketing in healthcare involves taking into account the influence of its 7 elements through the relationship between the service provider and the patient. The other two elements are physical evidence and people.
  - **Physical evidence** provide tangible clues to the quality of experience offered by a healthcare organization or institution. For a healthcare provider, physical conditions can be in the form of staff uniform, mobile application, and internal design of the organization.
  - The **people** involved in healthcare enable the services to be performed in an organized and efficient manner. Healthcare is a knowledge-based business, so people play a key role in healthcare organizations and institutions and they include doctors, nurses, hospital staff, support staff, and the like.

## Building Relationships With Healthcare Consumers

A strong patient-healthcare provider relationship promotes collaboration and presents a greater opportunity to become familiar with the patient's health requirements. It is vital that healthcare organizations concentrate on retaining existing patients and attracting new customers. By establishing relationships with patients across the healthcare system, organizations can recognize opportunities to provide greater value throughout the patient's healthcare delivery. Maintaining a good relationship with patients in healthcare is especially important because of the following: <sup>19</sup>

- *Good relationships lead to building a positive experience of the patient* – Patients who feel more personally connected to their healthcare provider experience more positive outcomes. Having a strong relationship with patients shows a positive value that goes beyond quality care and treatment. The more quality care a healthcare provider provides, the more it will differentiate itself from other competing healthcare providers.

- *Strong Relationships Promote Patient Satisfaction* – Patients want to be confident that their doctor will take the time to provide them with the individualized care they need and with the care they expect. In the healthcare industry, patients expect the same quality relationship with the hospital staff as they have with the doctor. Patients expect those relationships to deliver the personalization that shows the organization has taken the time to understand their individual healthcare needs. Patient satisfaction is a high-priority quality domain used to measure healthcare provider performance because patients are customers, just like consumers of all other products. Patients' quality care for is one of the basic dimensions of the health activity.
- *Better relationships help optimize activities* – Stronger relationships with the healthcare organization improve the likelihood that patients will engage in marketing activities. Simply put, promoting stronger patient relationships is an investment in more reliable healthcare marketing. When patients feel satisfied and confident that the healthcare organization knows them and does its best to provide them with the best health and wellness solutions, they will be willing to interact with the organization more often, increasing the overall patient lifetime value.
- *Patients are involved in their care* – Patients appreciate it more when they are involved with their provider while undergoing treatment. Also, they wish to be connected to other staff involved in their care plan. This involvement results in informed decision-making. When a healthcare provider tries to build a better relationship with patients, there are two benefits:
  - ✓ First, the physician can better understand the individual medical history and treatment requirements of individual patients and can better understand their care options and needs while allowing them to make well-informed decisions.
  - ✓ Second, better relationships improve an organization's chances of bringing patients into their healthcare decision-making process. The more an organization can understand the patient, the more it can provide individualized treatment, resources, and care plans. The stronger the relationship with the patient, the more likely these tailored resources and data will resonate and drive retention efforts.

Healthcare organizations should focus on creating meaningful, personal micro-moments for consumers by meeting consumers where they are and addressing their unmet needs. Healthcare organizations need the tools and capabilities to provide personalization and quickly adapt to changing consumer needs:<sup>19</sup>

- Many healthcare organizations earn the trust and loyalty of consumers through what has worked in the past. While it may be tempting for healthcare organizations to stick with a tried and true method or look for a quick new solution, they should focus on building relationships by providing consistent value and thoughtful contributions to improve consumers' lives in meaningful ways. Taking a step back and assessing consumers' true unmet needs can reveal opportunities to take non-traditional approaches to meet them where they are.
- Meeting health care consumers where they are and addressing unmet needs leaves a lasting positive impression and encourages consumers to keep coming back to use health services again. Key issues to consider in addressing consumer health issues that need to be addressed would be:
  - ✓ What role does trust play in the marketing program of the healthcare organization, in which areas has trust been gained, trust among consumers, where should we seek to gain more trust?
  - ✓ How often are the results of using the organization's services and products evaluated against the value provided to consumers?
  - ✓ What should a healthcare organization do to generate more trust and loyalty in the healthcare space? What are the non-traditional ways a healthcare organization can add value?
- Healthcare organizations build loyalty throughout the customer journey through individualized experiences. Healthcare organizations need to create an experience for consumers that is highly personalized, with a message tailored to the individual. Interactions are nuanced, creating an emotional connection that gains strength throughout the consumer's healthcare journey. A transaction may be the end goal, but it is the beginning, not the end, of a relationship. The goal is to design a system that meets the needs of the consumer rather than driving the consumer toward the system, as traditional health care often does.
- It is also important to know where target consumers go for information and who or what influences them. Healthcare organizations, especially those selling health and wellness products and services, should focus on being trustworthy. The next step is applying design thinking to how they serve consumers. Healthcare organizations need to identify ways in which their organization will be uniquely positioned to meet consumer needs better, faster and more conveniently. After identifying personalized experiences to improve consumer loyalty, it is important to understand that loyalty should be attributed

to the sum of the activities of the loyalty relationship, not to a single activity or program. It is not about any moment in time.

Healthcare organizations can build relationships and communicate with consumers of healthcare products and services in a variety of ways:<sup>19</sup>

- **Mental health should take center stage** - A key finding shows that mental health remains a highly relevant issue for consumers. Healthcare and pharmaceutical organizations need to acknowledge this in their visual communications, but do so in an empathetic and compassionate way. Visual communications that show support for mental well-being in a meaningful way are deeply embraced by consumers.
- **A more holistic approach** - The majority of consumers place almost equal importance on emotional, physical and mental health, and place the health and well-being of the family as a top priority. Consumers want to see visuals that humanize healthcare, so healthcare organizations should consider visualizing inclusive care across intersectional factors such as age, ethnicity and gender. Healthcare organizations can help establish trust with their customers by highlighting the collaboration between the medical professional and the patient, as well as ensuring that their visual choices feel authentic.
- **Healthcare Technology and Innovation** - Consumers want innovation that will significantly support their care. Therefore, it is important that healthcare companies include intentional innovation in their visual communication and put consumers at the center of accessible eHealth. Consumers want to see how healthcare organizations fit into people's lives. Affordable health services are a key factor here. Decision makers need to build trust by showing consumers at the center of the holistic health ecosystem. Consumers want to see the emotional rewards others receive from using a healthcare organization. This can be achieved by building loyalty to the healthcare organization through empathetic and inclusive visual storytelling.
  - ✓ Consumers want to see people who are similar to them and their lives. Decision makers need to ensure that their visual communication is inclusive and authentic and represents the diverse population of the market in which they operate.
  - ✓ The key to successful visual storytelling for pharmaceutical and healthcare businesses is to ensure they understand what matters to their audience, while establishing trust in care. An important element of this is an authentic representation of the entire spectrum of the population. This means representing all ethnicities, ages, abilities, body shapes,

sexualities, religions and genders, to ensure that patients of all backgrounds feel included and represented.

- ✓ Healthcare organizations have the opportunity to reassure customers and build greater engagement and trust by showing them they matter through inclusive visuals that authentically represent them at the heart of brand storytelling.

## Consumer Relationship Management In Healthcare

Consumer relationship management in healthcare (CRM) is a system that connects multiple sources of data (consumer and patient demographics, psychographic data, social, behavioral, clinical, financial, websites, contact center, accreditation provider, etc.) to provide a comprehensive overview of patient habits and activities. The primary goal of a healthcare customer relationship management system is to engage, acquire, and retain patients.<sup>19</sup>

The goal of all healthcare providers is to provide the highest quality care to patients and consumers. Part of providing high-quality healthcare lies in establishing trusting relationships with care seekers and maintaining an organized patient information structure that is accessible to all involved in the delivery of healthcare services, while respecting medical information, security, and privacy regulations. Improving access to patient data effectively improves the quality of care and, subsequently, increases patient satisfaction:<sup>19</sup>

- The use of customer relationship management in healthcare provides a unique opportunity to analyze and optimize the daily routine processes involved in service delivery.
- Healthcare customer relationship management allows for collection of important hospital dates, such as admissions, discharges, transfers, referrals, etc. By analyzing these data, certain measures can be taken to improve patient experiences. For example, some unnecessary steps between intakes and referrals can be eliminated, and automated activities among separate disciplines can be adjusted for maximum efficiency.
- Using customer relationship management in healthcare increases effective patient outreach and improves efficiency through automated multi-party workflows. Coordination is effectively improved allowing it to be cost-effective without compromising the quality of healthcare provided to patients.

Healthcare customer relationship management is a system that helps healthcare managers acquire, retain, and connect with patients and provide personalized service.

This management is not only limited to the good reception of patients, but also to the medical suppliers, finance, and pharmaceutical departments of the health business. Healthcare customer relationship management integrates the clinical, financial and social details of the customer-consumer into a single integrated system.<sup>19</sup>

Healthcare customer–customer relationship management is an innovative technology that seeks to improve customer satisfaction, loyalty, and profitability by acquiring, developing, and maintaining effective customer relationships and stakeholder interactions:<sup>19</sup>

- Healthcare organizations face significant pressure to maintain high-quality medical care while simultaneously increasing safety and reducing costs. Issues such as the increasing number of chronic diseases and the aging of the population, higher demand and expectations from patients, and the lack of qualified medical professionals complicate the ability of health organizations to fulfill their missions.
- From a healthcare perspective, customer relationship management can be defined as a learning approach to patients in order to communicate appropriately and build good relationships in order to deliver timely information, while patient outcomes are monitored to make the necessary adjustments.

The customer relationship management system in healthcare as a specially designed solution for any medical facility, such as a hospital, laboratory, medical center, public or private clinic, etc. provides the following benefits:<sup>19</sup>

- Makes it possible to learn more about the behavior, needs, and requirements of patients in order to develop better relationships with them;
- Enables real-time assessment of each patient's health, identifying the cause of recurring problems reported by the patients and offering faster resolution of the problems based on their priority;
- Helps streamline administration tasks to focus on patient needs;
- Improves the satisfaction of the patients and helps them proactively manage their health status,
- Synchronizes care with greater efficiency, allowing teams to access patient information whenever needed;
- Minimizes the time spent serving patients and increases the efficiency of operations;
- It provides a faster and more efficient response to patient questions.

## Winning Consumers In Healthcare

Whether a new or established healthcare organization or institution, there is one concern all healthcare systems share: winning consumers – patients. Healthcare providers can not deliver quality care if they do not have patients to deliver it to. Therefore, every healthcare organization and institution needs a solid healthcare marketing strategy to help them communicate with consumers.<sup>19</sup>

Healthcare organizations and institutions need to find ways to build trust and adapt the ways they reach consumers, that is, to attract, educate, and convince them to use their services:<sup>19</sup>

- Patients want to be shown that the healthcare organization or institution understands the ways it communicates with them. Communication begins between the patient and the doctor.
- Healthcare consumers need reassurance that a given healthcare experience will be safe—so much so that it affects their consumer behavior.
- Patients want to be able to opt-in to email or text communication for appointments, appointment reminders, and other simple communications that do not necessarily require a call.
- Healthcare organizations should increase their social media presence to be more engaging and interactive, responding directly to current and potential patients.

The healthcare industry is becoming more competitive by the day. Modern consumers also want their healthcare providers to evolve with the times. They expect to provide online services, live chat facilities, informative content, etc. If used correctly, healthcare marketing can help modern healthcare providers improve communication with patients, strengthen their online presence and ultimately attract more consumers, that is, patients. In order to attract more consumers, i.e. patients, healthcare organizations should:<sup>19</sup>

- To create educational content for patients and fellow physicians. Content marketing is one of the strongest and most important pillars of marketing. No matter what type of healthcare activity a healthcare organization performs, creating and publishing top-quality content online can be beneficial to it as well as to consumers, ie patients. A healthcare professional's main goal is to raise awareness of various health conditions and encourage their clients to stay healthy. This can be done by creating educational content such as blogs, infographics and informative videos that are relevant to the interests of the

target consumers ie patients. Educational content such as infographics and short videos can also be shared on your healthcare website, social media channels, and email marketing campaigns to reach a wider audience of consumers and patients. So it's a win-win for everyone.

- Attracting high quality leads with SEO. Search engine optimization is essential to the medical marketing strategy of healthcare organizations. By using SEO strategies such as targeted keywords, link building, and local SEO, an organization can improve website visibility and achieve more qualified leads. Some of the most effective SEO strategies for lead generation include creating well-optimized content, asking for patient reviews on Google and Yelp, and engaging with target consumers, ie patients.
- Understand the latest trends used by competitors. The healthcare industry has become more dynamic than before. Thus, to place a healthcare organization's medical practice at the top, one must be aware of the latest trends in healthcare marketing. To create an effective healthcare marketing plan, it is important to understand how competitors are using the latest marketing trends and strategies. This can provide new ideas for content and help understand what works in the health space and what doesn't.
- Choosing visual appeal on a healthcare website. A healthcare website is one of the most powerful virtual assets. A well-constructed, user-friendly and attractive website can help attract more visitors and build a memorable online brand.
- Making the most of relationships with current and previous patients. One of the most important health care marketing strategies is cultivating relationships with current and past patients. Word of mouth travels quickly in the online world, and patients can be a powerful source of referrals for a healthcare organization's medical practice. By cultivating strong relationships with these patients, they can be encouraged to refer their friends and family to use the health care organization. It helps to find more customers at a much faster pace. Some of the most effective ways to strengthen relationships with current and past patients would be to:
  - ✓ Keeping in touch with them through email marketing campaigns,
  - ✓ Constant activity on social networks and answering their comments and questions,
  - ✓ Sending birthday wishes and greetings,
  - ✓ Requesting feedback and recommendations.

- Constant accountability on social media and asking for reviews. Another great healthcare marketing tip is for the healthcare organization to stay active on various social media platforms. From Instagram to LinkedIn, having a presence on various platforms can help attract more consumers.
- Using email marketing to update patients. Creating unique email campaigns can be a great way to update patients on new services, send consultation reminders, share offers and more. Healthcare email marketing is a powerful and cost-effective method of reaching and engaging with existing and past patients.

## Conclusion

Partnerships between health care providers and insurers, as well as among nonprofits, community organizations, and others—private and public—are increasingly important in a time of limited resources and increasing needs. As the healthcare system undergoes "tectonic shifts," payers and healthcare providers have opportunities to shape the ecosystem in which they operate, rather than simply react to it. When different partners come together to make health care better and more accessible, they often focus on one or more common goals. Most often, those goals include reducing costs, improving care, and increasing the overall health of the population. Here's a look at how different stakeholders are joining forces to meet these goals together.

The business landscape has changed rapidly, and this is especially true in healthcare. Healthcare providers are facing changing consumer attitudes. Not only do patients expect a more customized experience, but they are also increasingly concerned about the cost of healthcare, and providers feel pressure to minimize costs. Forming partnerships with like-minded organizations can help practices keep pace with consumer demands. By sharing resources and expertise, practices can leverage the complementary skills of their partners to improve care without increasing costs. Interested medical and dental providers have several options for mutually beneficial partnerships, and the following five types of partnerships may benefit your practice.

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