

MARKETING STRATEGIES IN THE MEDICAL FIELD

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Abstract: The sanitary unit suffered lately profound mutations in its survival, acting in an intern medium and international dinamic often unpredictable. It needs the capacity to realize the transformations, opportunities and new tasks to adjust to the exigencies of an environment, not always favourable. The sanitary unit has to know to support and to valorify the changings, to adapt to the multiform environment in which finds its life sources (patients, suppliers, finances, technologies) but that in the same time may exert pressure and/ or threats and sometimes unbalances and becomes a major problem of the sanitary unit that affects its performances, success, accomplishing the role and finalities in a pluralist society.

Cuvinte cheie: marketing, servicii medicale, strategii de dezvoltare, politici de marketing, etica medicală și marketing

Rezumat: Acționând într-un mediu intern și internațional dinamic și adeseori imprevizibil, care a suportat în ultimul timp mutații profunde, unitatea sanitară, pentru a supraviețui, trebuie să aibă capacitatea de a sesiza transformările intervenite, oportunitățile și noile sarcini pentru a se adapta la exigențele unui mediu nu întotdeauna favorabil. A ști să suporte și să valorifice schimbarea, să se adapteze mediului multiform în care se găsesc sursele sale de viață (pacienți, furnizori, finanțe, tehnologii), dar care în același timp, poate exercita presiuni și / sau amenințări uneori destabilizatoare, devine astfel, o problemă majoră a unității sanitare de care depind reușita și performanțele ei, realizarea rolului și finalităților într-o societate pluralistă.

1. INTRODUCTION. CURRENT BASIS.

Institutional Development Strategy is a valuable guide for determining priorities for resource allocation. This especially since they usually appear more limited compared with many needs to improve efficiency in hospitals, and focusing on efforts to achieve set targets, which is a crucial condition of efficiency and competitiveness of hospitals. In this context, to formulate a realistic strategy, coherent and explicit acquires a crucial importance for the medical institution for prefiguring its future and reducing uncertainty in relation to the development environment.

Developing marketing policy and development strategies of medical institutions are extremely complex processes, taking account of multiple internal and external factors to be considered, the interdependencies between them, and favorable or unfavorable impact that it may have on unit health.

All these aspects should be analyzed in depth, interrelated and interpreted for strategic decision making on future development of medical institutions.

2. NEED TO INTRODUCE MARKETING POLICIES IN PUBLIC HEALTH.

Enhance competition in health care and specific health services have led to a marketing orientation, more or less pronounced in the medical institutions.

Very special position of health services has led and still causes a significant reluctance of many institutions in the field to marketing activity, thought to be consistent with our ethics rules. However, the number of hospitals, polyclinics,

medical offices and laboratories for analysis to adopt a marketing orientation is a growing, showing skeptics that are compatible with medical ethics principles of marketing, if the correct policy is adopted, professionals in practice.

Specialists in the field, Philip Kotler - Marketing father, Andreas A., Savciuc O. (2002) argues that that is a significant difference in the behavioral marketing orientation, state institutions to private ones, the latter being prepared to implement a marketing policy in their work. State institutions, accustomed to act under the idea of monopoly protection, acceptance of medical marketing is done more slowly.

Quality medical services, the need to protect the population of disease, or serious illnesses such as AIDS, cancer, medical necessity of a culture, act to accelerate marketing health. Population health and its degree of cultural influences indicators of socio-economic development level of a country.

All the above arguments is to match marketing efforts with micro-level marketing activities of macroeconomic avengură. And health services marketing has a strong educational role, seeking to satisfy both CTT and increased demand for medical services. A fair and effective marketing activity involves conducting health review action, adaptation, activation and evaluation of services provided to patients.

Marketing is actually a function of the organization that identifies patient needs and wants, determines which markets are best served and design products, services and appropriate programs serving this market. However, marketing is not just a particular function, but a true philosophy, which guides the entire organization.

The situation requires creating a specific framework

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for relations and negotiations with doctors, because they are the main actor in the system and even if you can not get their support directly to obtain acceptance of the fundamental aspects of marketing the project.

It is necessary to create products and services that meet the needs of market segments, especially the socially disadvantaged. Pricing at an attractive level, choice and service segmentation channels by patients so that they know of their existence and willing to buy them.

3. MAIN FEATURES OF MARKETING. MEDICAL CARE AND MARKETING CONCEPT STAP

Basic features of marketing are the concept of the "four P" ie product, price, promotion and placement.

The product can be formed from a good, service or idea to satisfy customer needs, price is what can be received in exchange for product promotion is any means of communication between buyer and seller, and placement is the distribution of the product consumer.

In marketing the medical system, the policy takes the form 4P STAP concept: service, price, access and promotion.

Service. One of the requirements for the formulation of marketing strategy is identifying patient needs and desires, needs are defined as "feelings arising from a psychological need, and desires as" a need arise in consciousness, culture and individual personality".

In the context of healthcare, in a self-information and develop better consumer knowledge, the concept of "desire" is an element of increasing importance. A priority of the medical services is to identify patient needs and desires.

Tariff: the equivalent price in general and marketing is defined as the value assigned to the product or service purchased. From concept to emerge following rates:

- The price may be paid directly by the consumer or a third party (the insurer);
- Whether or not co-financing as a factor which may have considerable influence on the need and demand for medical care in relation to the cost of service;
- Non-monetary price schedule working as doctor, waiting time, fear, etc.. Thus, marketing strategies must take into consideration all the elements listed above as each feature may have different implications in the marketing strategy of the medical system.

Access: the equivalent placement and the current trend in healthcare is the diversification of service jobs - home care, mobile units (medical examination, diagnosis, etc..) Or increasing the availability of service at "classic" - increase hours of receipt, weekend work etc..

Promotion: is to inform patients about the type of services provided, scope and quality, place and time of provision of services and rates and if marketing medicale. Ca generally promote is not only providing information but also in creating a certain images (like the term "brand" in marketing generally).

STAP is a fairly new term, which is because medical facilities were among the last organizations to provide services that have put in their modern marketing. Previously, they have been involved in marketing activities including public relations, relationships with patients, dissemination of information among patients and interested people, promoting the image and services offered by the institution, identify new services to meet the needs of patients, doctors and recruitment other employees, research regarding patient satisfaction, etc..

As mentioned above marketing must be part of strategic planning. They are closely related, in order to maintain responsiveness to the external environment and organization, often interact and intertwine.

While all are elements of marketing, modern

marketing is a combination of strategy, part of the strategic planning and other activities characteristic of the medical institution and is not considered a separate activity. Ability to identify needs and desires of the persons concerned (the patient first and then the medical staff) will result in the objectives and mission of the organization.

4. MARKETING STRATEGY AS PART OF STRATEGIC PLANNING

Acquiring and applying genuine marketing orientation requires a fundamental change of attitude of managers, their optical conversion marketing can be achieved through education and communication.

Achieving this goal requires improving our knowledge of consumer behavior of goods and services as means to fund marketing, human needs and should therefore be understood that they were reactions to the goods and services.

How does this behavior differ from person to person and change over time, people with preferences, dislikes, beliefs, attitudes and different values, his analysis must be a constant concern of those who seek to satisfy consumers, for our patients.

Theory of marketing strategy in medical system.

Developing marketing without a marketing strategy planning is impossible. In a marketing strategy both hospitals and patients must have unmet needs: the purpose is to increase hospital occupancy rates, market share, income, etc. And patients - the treatment they need, waiting time short, a proper and respectful attitude of health personnel, etc.. The first stage of planning a marketing strategy is to determine the mission, objectives and opportunities of the institution. In this regard there are several methods, but below will be displayed only two: the model of Porter and SWOT analysis.

During the analysis institution must answer the following questions:

- Where we were, where we are now and what direction are we going?
- In what direction we want to go (goal setting)?
- How we allocate resources to achieve goals set?
- How to turn plans into concrete actions?
- There is a difference between the results and planned? New plans and actions are needed?

Besides the answer to these questions, medical institutions are trying to determine which direct competitors (both those existing and prospective) and to treat efficient. Rezultatele situational analysis will be included in the four elements of marketing program (4P or STAP in the medical institution), implementation and control.

5. ASYMMETRY INFORMATION AND ETHICAL ISSUES IN MEDICAL MARKETING ASSISTANCE

There are two significant features related to healthcare marketing, namely: asymmetric information and marketing of ethical principles in medical institutions.

The existence of asymmetric information regarding medical and health concepts is a reality, although the influence of web pages on information asymmetry was high. Currently, anyone who has internet access can easily obtain necessary information regarding any disease and medical conditions, regardless of age and level of culture. However, information in this area can still be considered asymmetrical, because despite the fact that a person can get information on health, it is not able to assimilate, compare and analyze information to take a suitable decision. Patients also have to assess the objective outcome of services, its subjective perception of having a medical act.

The existence of asymmetric information does not prevent patients to compare the two medical institutions on other features (depending on the desires classified) such as waiting time, inconvenience, accessibility, existence of full and partial

charges paid for medical services, there is a certain procedure treatment etc..

With regard to ethical principles, they constitute a basic element of the marketing of medical institutions. In the overall marketing concept of ethics is closely consistent with social responsibility, in which case there must be a balance between the principles of the institution (employees, shareholders or suppliers) and customers.

Establishing a close, convenient and long lasting customer is a feature of successful professionals in marketing and marketing is the basic principle in the medical system.

Competitive advantage" is defined as "a special service offered by a company or a particular thing that you have it and is a competitive advantage" and includes four basic elements - the benefit must be real and meaningful to the consumer specific and easily passed (it is possible to communicate the message in plain language for the client). All four elements are very important, but the existence of the latter is indispensable.

6. EFFICIENCY MARKETING ACTIVITY IN MEDICAL ASSISTANCE

Overall marketing effectiveness is indisputable because it is subject to market rules of the game, its inefficiency would stop the game, but healthcare marketing effectiveness remains to be determined. Hypothesis to be tested is: Do institutions have adopted marketing strategies more successful than those that do not adopt such a strategy? "

Adopting a marketing strategy or marketing orientation means that the institution focuses on customer wants and needs.

Asymmetric information is, however, a strong barrier to transforming health care institutions in institutions oriented desires and needs of patients.

However, six studies conducted in the '90s showed positive influence on business marketing strategies adopted hospitals.

If you consider marketing or marketing orientation to adopt traditional marketing techniques and marketing effectiveness, the rate of employment, income assets and its market share, we conclude that marketing improves the level of employment, increases income and improves the functioning of financial assets organization.

Marketing Management:

In the context of increasing concerns to better manage and organize all departments within an institution, began to develop a new area, namely that of marketing management, as defined by Kotler as representing "the planning, management and control of all marketing activities of a firm for implementation and maintenance of profitable exchanges.

It requires a necessity, there is a demand management resulted in the formulation of objectives, policies, programs and marketing strategies for all issues related to obtaining business performance activities. Therefore, marketing management is increasingly emerging as a discipline of marketing and management boundary.

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