Lesson 13

MARKETING MANAGEMENT OF HEALTHCARE FACILITIES

6EMHC2

Marketing in Healthcare

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content

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2. Marketing Analysis
3. Marketing Planning
4. Realization
5. Control

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Marketing management of healthcare facilities

- The growing dynamism and complexity of the marketing environment that surrounds any organization, including healthcare facilities, growing competition, and many other factors and influences, increases the need for a management concept that effectively supports the management of a healthcare facility.
- It is from marketing that requires high flexibility and adaptability, with an emphasis on the need for effective coordination within the marketing itself and between the marketing department and other departments within the healthcare facility.
- Marketing becomes both a managerial function and a management system for healthcare facilities.

Marketing management of healthcare facilities

- Medical facilities meet the specific needs of residents. It is therefore important to know these needs and to satisfy them best.
- Financial success often depends on marketing success. The reception and financial stability of healthcare facilities, the possibilities of their technical development and, last but not least, the satisfaction of their employees, therefore depend on the scope and quality of the services provided.

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Marketing management of healthcare facilities

- The health care facility applies an approach based on:
  - customer, environment and competition analysis
  - planning
  - realization
  - control

Marketing analysis

Marketing analysis

- The elements of the marketing environment directly affect the marketing performance of the healthcare facility.
- Important elements of the marketing environment include:
  - target groups
  - competition
  - public

Customer analysis

analysis of target groups

- One of the main decisions in the area of marketing management of a healthcare facility is the decision on target groups.
- Target group analysis provides answers to questions about:
  - current developments
  - future developments
  - economic factors
  - factors

Customer Analysis

Examining Customer's Attitudes

- Customer attitudes express how satisfied the customer is with the particular brand, provider, product. Customer attitudes are examined using a scale.
- The scales make it possible to quantitatively express the qualitative characteristics of the target groups' attitudes.
- Scales do not allow for predicting changes and shifts in attitudes and behavior of target groups.

Customer Analysis

Examining Customer's Attitudes

- The customer‘s attitude of the target groups is influenced by satisfaction.
- Satisfaction
  - affects the attitudes of the target groups
  - completes the image
  - affects the acceptance of health care facilities by target groups
- Customers can be:
  - satisfied
  - dissatisfied

Customer analysis

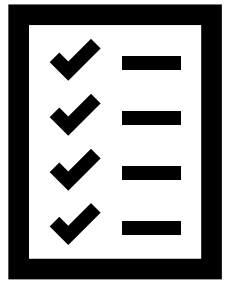
data collection

- Satisfaction or dissatisfaction with health care services can be assessed by:
  - complaints, suggestions, suggestions and comments
  - results of marketing surveys
- As a data collection tool, healthcare facilities can use:
  - questionnaire
  - survey

Customer analysis

questionnaire

- The questionnaire is a set of questions arranged in a particular order that is presented to the respondents.
- For example, some medical facilities place customer satisfaction questionnaires in waiting rooms. In the vicinity of the questionnaires there is a box in which the respondent can drop the completed questionnaire.



Customer analysis
survey

- Contrary to the questionnaire, the survey is more massive.
- In the field of health, it is suitable, for example, to identify opinions of experts and specialists.

Competition analysis

- Marketing managers need to:
  - They recognized the **strengths and weaknesses** of their competitors
  - They recognized the **goals and resources** of competitors
  - They **anticipated** competitors' **behavior**
  - They were able to **respond to changes** in a competitive environment
- Competitive analysis should be one of the decisive elements of marketing planning in a healthcare facility.
- Competitive analysis can also be used to compile a marketing strategy.

Competition analysis

types of competition

- Healthcare facilities most often face two types of competitors:
  - Competitors in the way they provide services - all types of organizations that can, by their way of providing services, contribute to the best satisfaction of a particular need.
    - Example: Private vs Public Hospital
  - Direct competitors - include immediately competing medical facilities.
    - Example: Private vs Private Hospital

Environmental analysis

- No organization operates in isolation but within an environment.
- If they want to be successful, healthcare facilities need to closely monitor, analyze, and adapt their activities.

Environmental analysis
environmental factors

- Marketing performance, marketing strategy of healthcare facilities are influenced by factors:
  - demographic
  - political-legal
  - economic
  - cultural
  - technological factors

Environmental analysis

environmental factors

- Example:
  - Hospitals need to know movement in relation to life expectancy. For example, the fact that women live up to an average of seven years more than men can suggest a direction to other activities - increased prevention and awareness among men.
  - The way in which healthcare facilities are managed and financed depends on the legislative standards adopted by Parliament and on governmental decisions.
  - A new law or government regulation can fundamentally change the medical plan's marketing plan.

Environmental analysis

Changes and trends in marketing environment

- The medical facility must closely monitor changes and trends in its marketing environment.
- Tracking changes and trends will allow your organization to identify opportunities and highlight potential risks.
- Where possible, organizations should actively influence the marketing environment.
- Changes in their environment can be triggered by health facilities by implementing various activities, exerting pressure.

Marketing planning

Marketing plan

- The design of marketing plans and strategies is a key aspect of marketing management.
- A marketing plan is a written document that focuses on target groups and competitors, and includes guidance on creating and implementing marketing programs and budgets for the planned period.
- The starting point for creating a marketing plan is to define the mission and goals of the healthcare facility.

mission

- The mission is to justify the existence and significance of the goals and objectives of the healthcare facility in meeting the needs of the target groups.
- Example:
  - The hospital can formulate its mission as high-quality health care provided to patients in a particular region.

goals

- Goals are the future.
- They tell us what they want to achieve in the future.
- They emanate from mission and vision.
- A clear and unambiguous formulation of objectives is a prerequisite for a high-quality marketing plan, its implementation and control.

Marketing plan

- The marketing plan allows healthcare facilities to realize their marketing goals.
- It is compiled for one year.
- The marketing plan usually consists of the following parts:
  - Brief summary and content
  - Situational analysis
  - Marketing strategy
  - Financial planning
  - Checking the filling

Marketing plan

- The health care marketing plan sets the direction in which the healthcare facility will go.
- It defines the goal - setting long-term goals in relation to changes in the environment, mission and interests of the healthcare facility.
- It sets out the expected development of demand for products and services following the development of the marketing environment.
- It justifies the financial expenses of the healthcare facility.

realization

Marketing plan implementation

- It is necessary to put the prepared marketing plan into practice - to implement it.
- Implementing a marketing plan is often very complex.
- It includes activities that transform the plan into reality.
- All managers of the healthcare facility and other staff at all levels of the marketing system must be involved in implementing the marketing plan.

Marketing plan implementation

- Implementation is a key process through which a marketing plan is implemented and marketing performance occurs.
- In order to successfully implement a marketing plan, it is necessary to create the right conditions - this requires the answers to the questions:
  - Who?
  - Where?
  - when?
  - As?

control

control

- The control of marketing activities consists in comparing actual and planned conditions, analyzing deviations and proposing measures to eliminate them.
- Controls and related measures proposed help the healthcare facility to adapt to the reality, the new situation.

Actual status deviations from planned

- Deviations of the actual state from the planned one are still increasing in the conditions of the medical facility, mainly due to:
  - constantly changing marketing environment
  - changing important components and resources (staff, finance)
  - marketing plans that are informal, based on incomplete or inaccurate information, are created "from the table"
  - employee performance, which is unstable and different for each employee

Control objectives

- The goal of marketing control is to help the healthcare facility to adapt flexibly to its environment.
- Furthermore, the objectives of the control are to ensure the management of the healthcare facility to coordinate and adapt.

summary

- Factors and influences affecting healthcare facilities lead to the creation of a management concept that effectively supports the management of healthcare facilities.
- The medical device management concept is based on 4 steps:
  1. It is necessary to **analyze** customers, environment and competition.
  2. Once all the necessary information has been identified, a **marketing plan** is drawn up.
  3. The marketing plan is **implemented** - it moves from paper to practice.
  4. **Control** of marketing activities - comparison of actual and planned states, analysis of deviations and proposing measures for their removal.

Thanks for your attention