INTRODUCTION

6EMHC2

Marketing in Healthcare

Peter Pažitný

Daniela Kandilaki

EVROPSKÁ UNIE
Evropské strukturální a investiční fondy
Operační program Výzkum, vývoj a vzdělávání

MINISTERSTVO ŠKOLSTVÍ, MLÁDEŽE A TĚLOVÝCHOVY

content

1. Description of the Course
2. Introduction of lecturers
3. Introduction of students
4. Course outline
5. Course requirements
6. Final presentation
7. Literature

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DESCRIPTION OF THE COURSE

- The course is oriented on practical understanding of marketing in healthcare in a publicly financed healthcare system.
- The first focus of the course is to understand marketing in the context of the healthcare needs of the population.
- The second focus is to present and actively discuss practical case studies from publicly financed systems, using the marketing mix 7P: product, price, promotion, place, people, processes, physical environment.
- As a key result, students are expected to prepare a presentation on a marketing mix 7P on a healthcare entity by their own choice.

LECTURERS





Peter
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Daniela
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STUDENTS

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1. Barbakadze **Tariel**
2. Bulang Glayzell **Altrinna**
3. Emelyanenko **Sergey**
4. Ghazanfar **Heela**
5. Maradhika **Virza**
6. Nehrebecka **Anna**
7. Tyagi **Satyarth**

Time	Monday (16.8.2021)	Tuesday (17.8.2021)	Wednesday (18.8.2021)	Thursday (19.8.2021)	Friday (20.8.2021)
9:15 - 10:00	Lesson 1: Introduction, lecturers, students, course outline, requirements for final presentation	Lesson 5: 7P - product	Lesson 9: 7P - people	Lesson 13: final presentation - Q&A	Individual presentations
10:00 - 10:45	Lesson 2: Marketing in Healthcare (CCDVTP concept) + 7P	Lesson 6: 7P - price	Lesson 10: 7P- physical environment	Lesson 14: final presentation - Q&A	Individual presentations
	coffee break	coffee break	coffee break	coffee break	coffee break
11:00 - 11:45	Lesson 3: CEE healthcare systems overview	Lesson 7: 7P - place	Lesson 11: 7P - processes		Individual presentations
11:45 - 12:30	Lesson 4: External factors influencing healthcare systems/markets	Lesson 8: 7P - promotion	Lesson 12: 7P - summary		Individual presentations

Homework (preparation of final presentation)	1. healthcare system / country overview	2. healthcare organization (insurer, provider, supplier, regulator, ...)	3. 7P of the chosen healthcare organization	4. Finalization of presentation

COURSE REQUIREMENTS

Type of requirement	Share	Note
Activity during the course	50 %	Compulsory attendance 100 % during the course
Semester thesis	0 %	
Presentation	50 %	Presentation must be satisfactory at least at 50%.
Partial test	0 %	
Final test	0 %	
Final oral exam	0 %	
Other	0 %	

FINAL PRESENTATION

Individual presentation

Total presentation time: 15 minutes + 5 minutes feedback

Content

1.	Country presentation	1 slide	1 minute
2.	Healthcare system	1 slide	1 minute
3.	Organization by your choice	1 slide	1 minute
4.	Target group of the chosen organization	1 slide	1 minute
5.	7P of the chosen organization	2 slides per P	10 minutes
6.	Conclusion	1 slide	1 minute
	TOTAL		15 minutes

Questions

- Do you have any question? ☺

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LITERATURE

- COURSE presentations
- BERKOWITZ, Eric N. Essentials of health care marketing. Fourth edition. Burlington: Jones & Bartlett Learning, [2017], ©2017. xvi, 592 p. ISBN 978-1-284-09431-2.
- PORTER, M. E., TEISBERG E. O. 2006. Redefining Health Care: Creating Value-Based Competition on Results. 528 s. Harvard Business Review Press, 1. Edition. 2006. ISBN: 978-1591397786
- KOTLER, P. – SHALOWITZ, J. – STEVENS, R.J. 2008. Strategic marketing for health care organizations: building a customer-driven health system. 1. edi. Jossey-Bass, 2008. 576 p.

Thanks for your attention