Lesson 9

PEOPLE

6EMHC2

Marketing in Healthcare

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content

1. People
2. Customers
3. Employees

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Group WORK

What are people in healthcare?

Try to define by your own words.

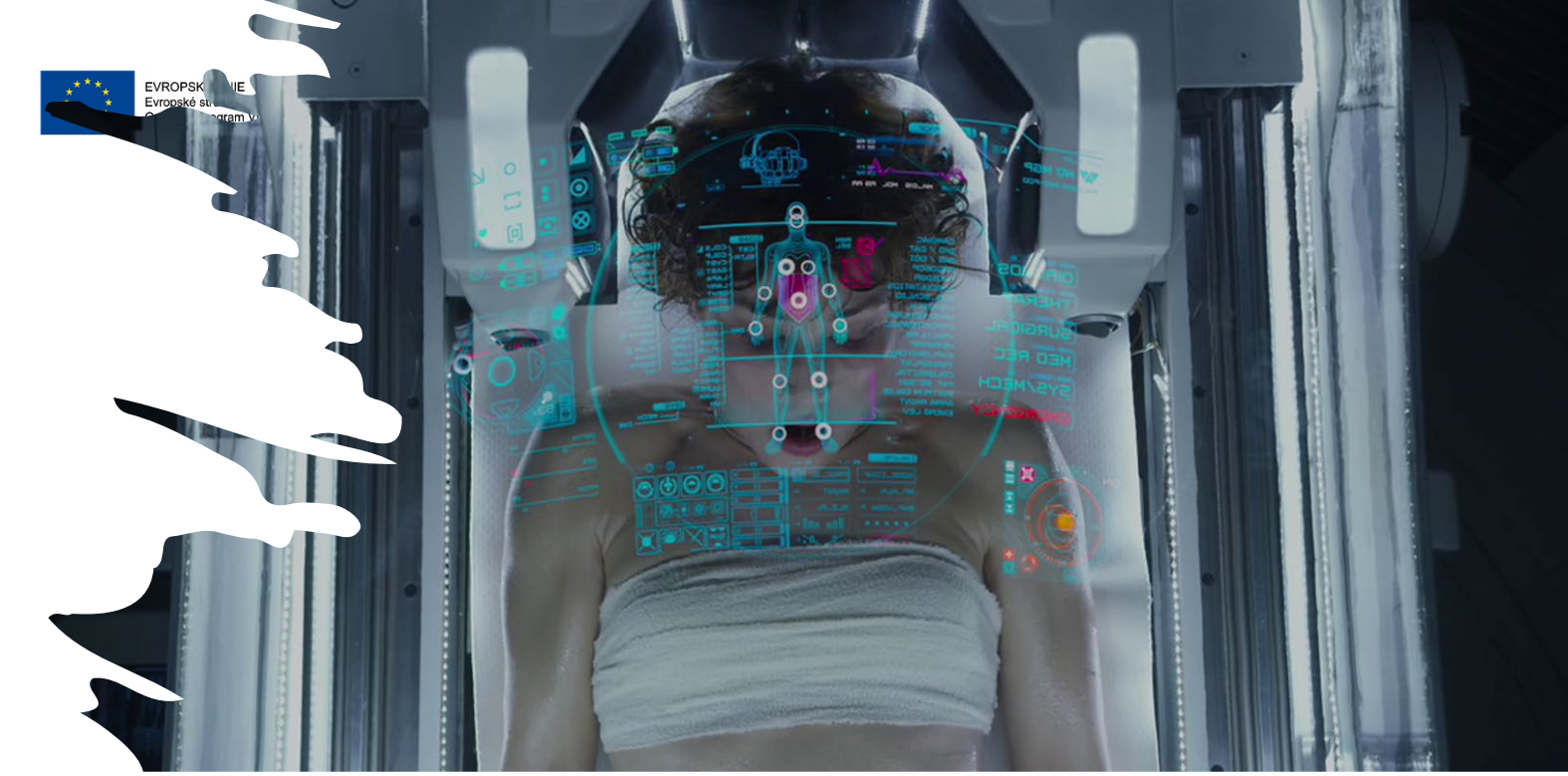
people

- Anyone who directly or indirectly participates in a product or service.
- Providers of health services and other products.
- The human factor is an essential tool in medical device marketing, as people are an essential part of the services that a healthcare facility provides.
- The quality of the services provided depends on the people who provide the services.

- Without people, it would not be possible to implement the other "P" from the marketing mix.

WITHOUT PEOPLE?

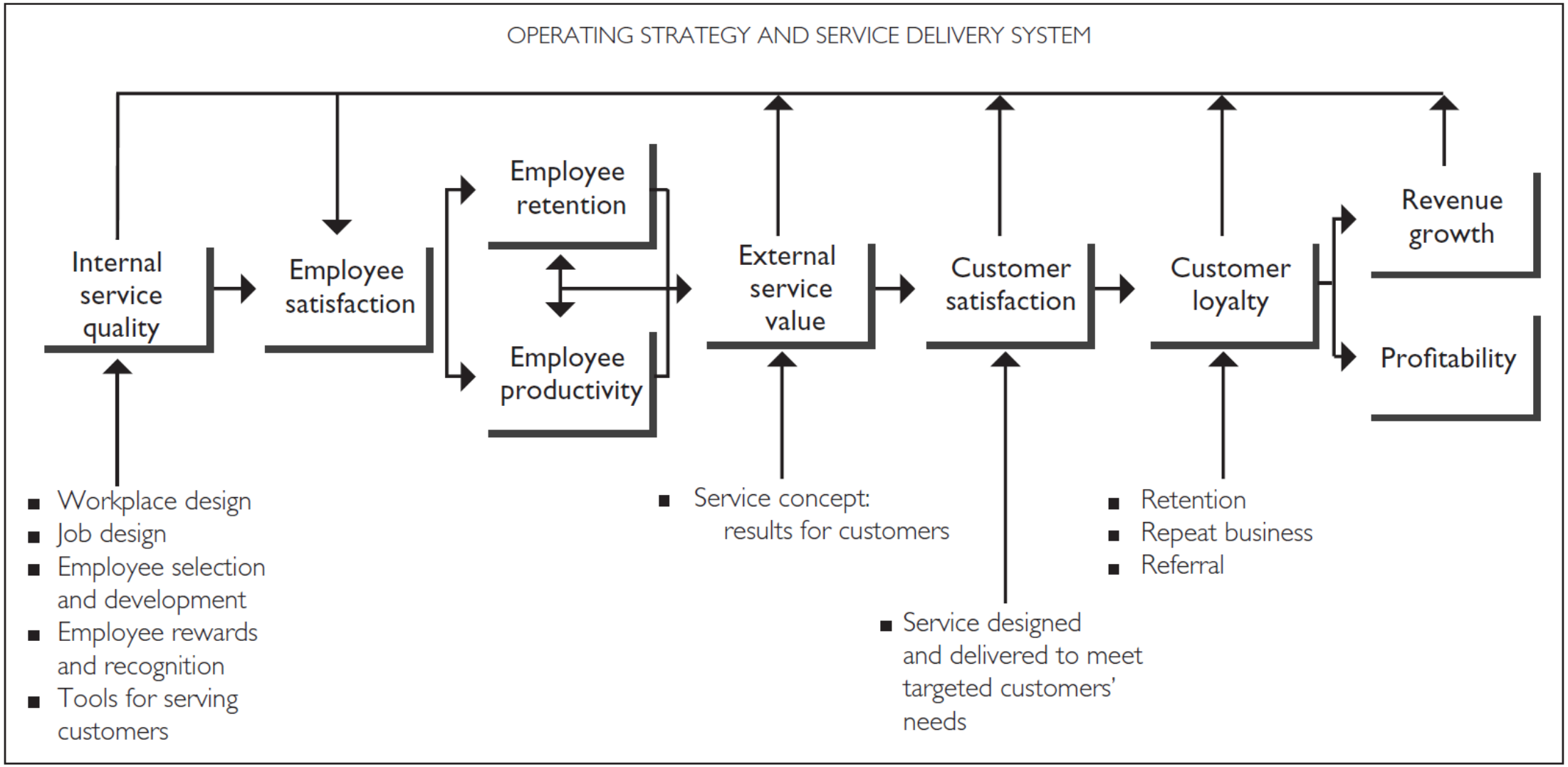
MedPod (Prometeus)





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The „sERVICE - Profit“ Chain

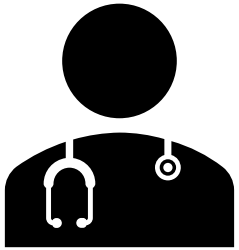


EMPLOYESS AND Customer experience

- Employees have a decisive influence on the overall customer experience.
- The key to sustaining and gaining new customers is their satisfaction, which to some extent will be influenced by the behavior of workers (doctors, medical staff).
- In addition to the quality of the services provided, doctors and healthcare professionals are also important:
  - friendly approach, human action
  - position
  - communication skills
  - pleasant look

Employees

- Employees (doctors and medical staff) are the transaction interface between the company (hospital) and the customer (patient).
- It is important to employ the right people to provide excellent service to customers.
- To encourage the desired behavior of employees, a diverse motivation of employees is needed.
- People care about how the customer and the entire device will be evaluated by the customer.



competitive advantage

- The people employed by the company can be a competitive advantage for the organization, thanks to which it can differentiate, outperform the competition.

The role of employees in services

		Relationship to marketing mix	
		Direct	**Indirect**
Contact with the customer	**Frequent or regular**	Contact workers	Servicing workers
	Exceptional or none	Conceptual workers	Supporting staff

The role of employees in services

- Doctors and medical staff belong to the group of contact workers.
- Thus, they are employees who have:
  - direct relationship to the marketing mix
  - frequent or regular contact with customers

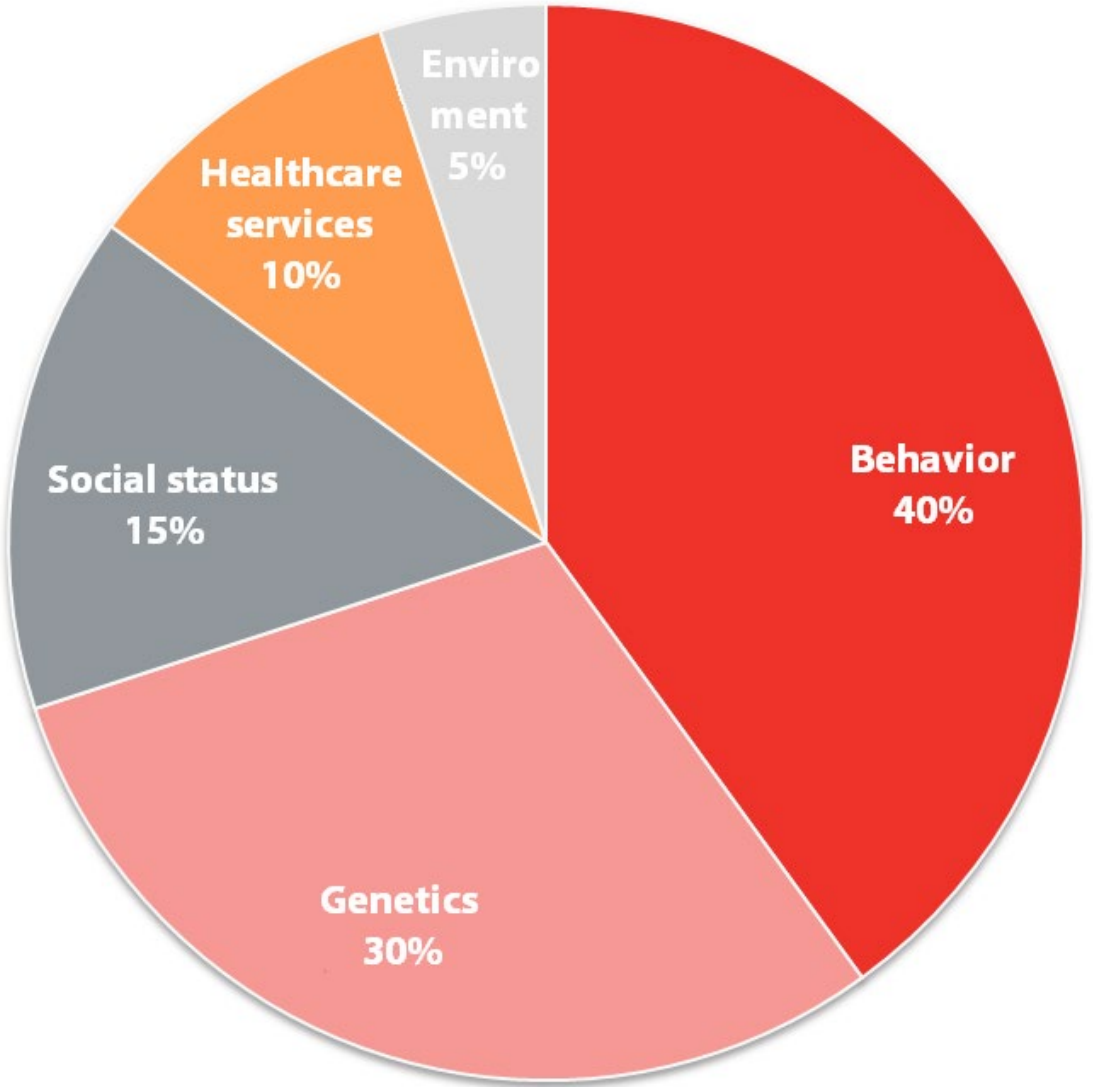
Customers

- All organizations are trying to get new and keep regular customers.
- Getting a new customer is very expensive for the organization, so they should take care of the customer so that they are satisfied and do not consider switching to a competing organization.

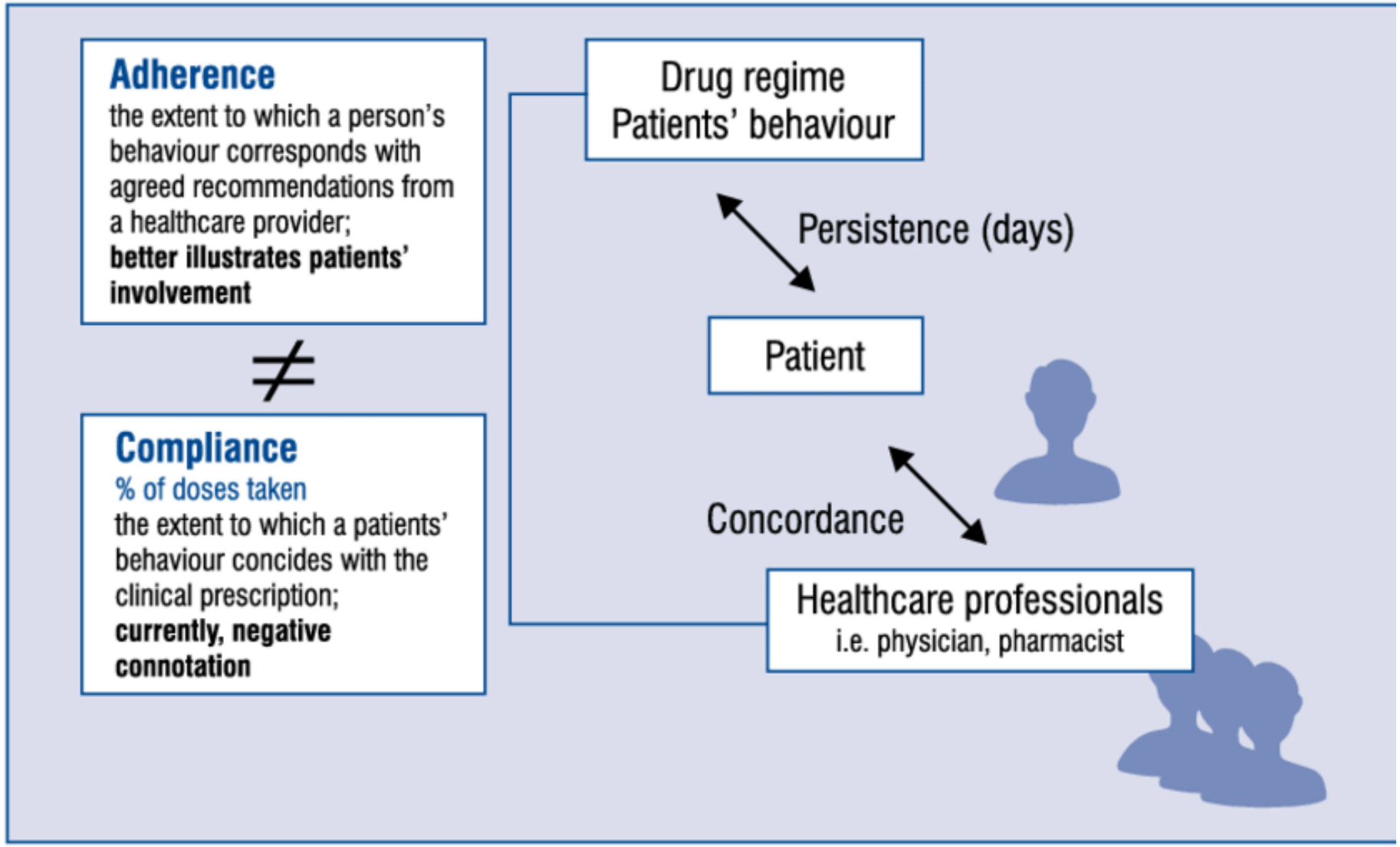
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Customers

- Customer is part of the service delivery process.
- The customer's behavior influences the quality of service to some extent.
- Therefore, besides the rules and standards of employee behavior, we also introduce the rules of conduct for customers.

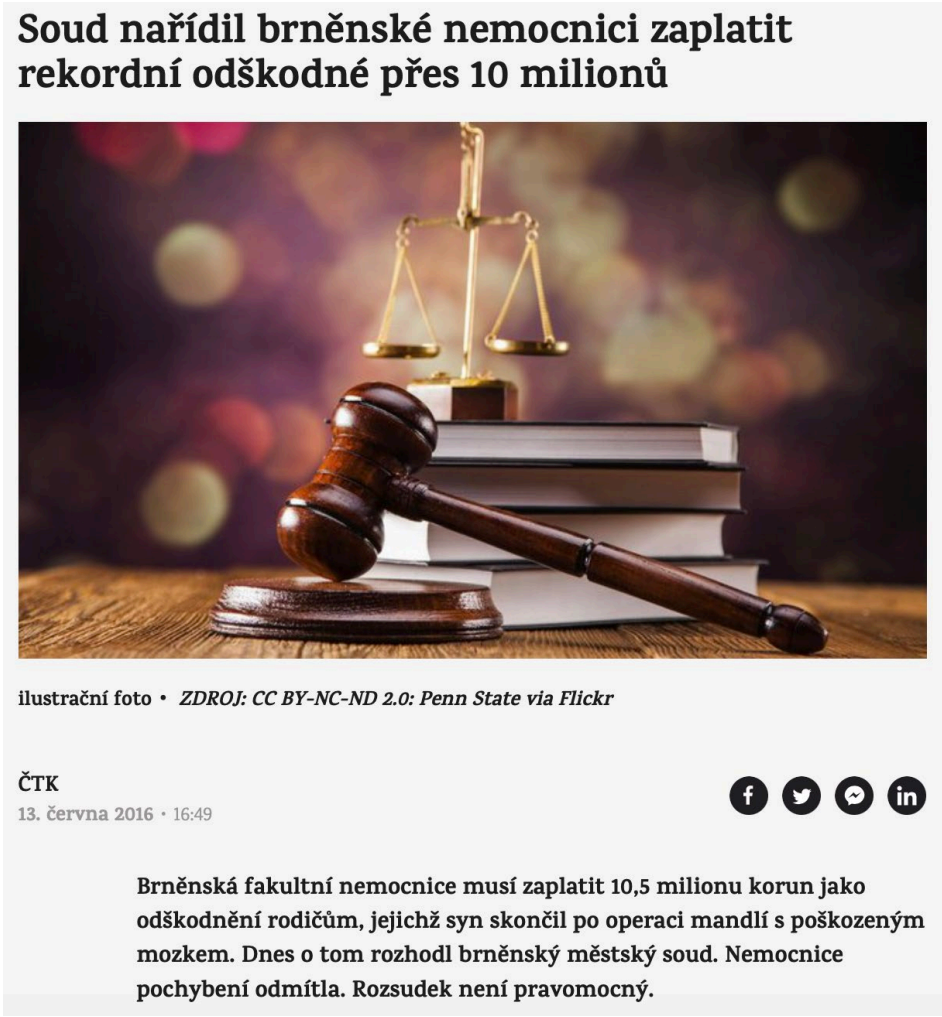


Adherence and COMpliance



Customer satisfaction

- A customer satisfaction survey must be carried out on a regular basis in order to establish the patient's attitude to the healthcare facility, doctors and medical staff.
- Feedback
  - Customer Satisfaction Surveys
  - Questionnaires
  - Complaints received
  - Judiciary trials



Soud nařídil brněnské nemocnici zaplatit rekordní odškodné přes 10 milionů

ilustrační foto • *ZDROJ: CC BY-NC-ND 2.0: Penn State via Flickr*

ČTK
13. června 2016 • 16:49

Brněnská fakultní nemocnice musí zaplatit 10,5 milionu korun jako odškodnění rodičům, jejichž syn skončil po operaci mandlí s poškozeným mozkem. Dnes o tom rozhodl brněnský městský soud. Nemocnice pochybení odmítla. Rozsudek není pravomocný.

Summary

- Anyone who directly or indirectly participates in a product or service.
- Without people, its not possible to implement other "Ps" of marketing mix.
- People (employees) have a decisive influence on the quality of the service provided and on the overall customer experience.
- Employees (doctors and medical staff) are the transaction interface between the company (hospital) and the customer (patient).
- All organizations are trying to get new and keep regular customers.
- Customer is part of the service delivery process.
- In healthcare, the customer's behavior also influences the quality of service (adherence and compliance)

Thanks for your attention