

Healthcare Marketing Strategies

The effects and importance of marketing assessment in the health sector are often underestimated. What is important and needed by patients is sometimes different from what is important to the organization that makes up the healthcare system. In this case, marketing tools are very important because marketing can significantly affect the performance of a healthcare organization as a system.

Healthcare marketing refers to the strategic and targeted efforts undertaken by healthcare organizations, providers, and professionals to promote their services, build brand awareness, and engage with patients and the wider healthcare community.

Marketing plays an important role in helping healthcare professionals to create, communicate, and provide value to their target market. Modern marketers start from customers rather than from products or services. They are more interested in building a sustainable relationship, than in ensuring a single transaction. Their aim is to create a high level of consumer satisfaction so that they return to the same supplier. Marketers have used many traditional methods that include marketing research, product design, distribution, pricing, advertising, promotional sales, and sales management. These methods need to be joined by new ones, related to new technology and new concepts, to attract customers through messages and offers.

It involves the use of various marketing channels and tactics to effectively communicate the value and benefits of healthcare services, treatments, or medical products.

By utilizing market research, data analytics, digital platforms, and traditional marketing methods, healthcare organizations can enhance their visibility, establish trust, and ultimately drive patient acquisition and loyalty.

Healthcare marketing aims to reach and attract the right audience, whether it's patients seeking medical care, referring physicians, or stakeholders in the healthcare industry.

Effective health care marketing campaigns often focus on providing educational content, building relationships, and addressing the unique needs and concerns of patients to improve overall healthcare outcomes.

- In order to sell anything to customers, marketers need to understand their needs and wants. One should know the basic difference between needs and wants of a customer.

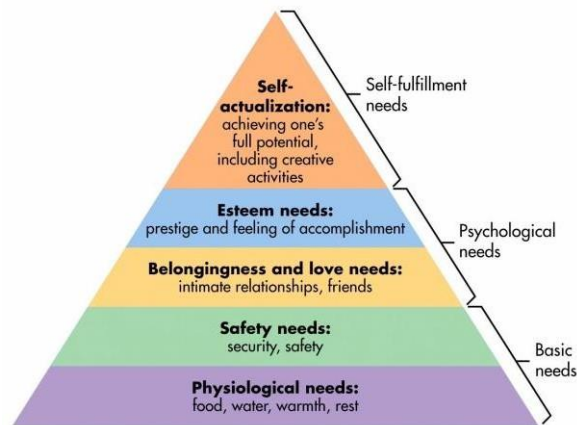
Need: - The basic human requirements, viz. food, air, water, clothing, shelter & also education, entertainment, communication, social status, etc.

Want: - Needs directed towards specific objects that satisfy the need.

Maslow's Hierarchy of Needs describes the levels of human's needs and wants. If marketers know the wants and needs of their target market (which every good marketer should!) then this can be used as a selling point to influence

According to Maslow, human needs were arranged in a hierarchy, with physiological (survival) needs at the bottom, and the more creative and intellectually oriented 'self-actualization' needs at the top. Survival needs must be satisfied before the individual can satisfy the higher needs. The higher up the hierarchy, the more difficult it is to satisfy the needs associated with that stage.

5 stages of Maslow's Pyramid are: -



Why it is important for marketers?

When Maslow's hierarchy theory is applied to marketing, it is important for marketers to understand their ability to effectively appeal to at least one of the motivational drivers. Each area of business falls under at least one of the tiers on the hierarchy of needs.

For example, places like nail salons or hair salons fall under esteem or self-actualization needs because it helps customers boost their self-esteem while also helping them see their full potential.

Another example includes, marketing campaigns that are selling products like food or other basic human needs fall under the first level of the pyramid.

It is essential to consider what level of need your customer is trying to meet and to have a better understanding of the background of what the need is. Then, when marketing a product make sure that it is marketed in a way that it convinces your customer that the product will fulfill their needs.

After deciding the target market then it comes to the next step i.e. deciding how to reach the target customers.

The 4 Ps of marketing can be effectively utilized in healthcare by tailoring each element to meet the unique needs of patients and the industry.

Healthcare marketing necessitates a delicate balance between promoting services and fostering patient trust. Effective strategies are crucial for building brand reputation, attracting new patients, and enhancing patient loyalty.

Some of the strategies that can be effective in Healthcare Marketing are: -

1) Engage with social media: -

Studies show that 41% of people would choose a healthcare provider based on their social media reputation. Channels such as Instagram, Facebook, Twitter, and LinkedIn give you a way to connect with customers outside of their appointments alone. Creating and publishing regular content across these channels keeps you front and mind of center, so that when you are needed patients know where to turn.

2) Building Strong Patient Relationships: -

Encouraging patients to share their experiences can generate positive word-of-mouth and improve online visibility. Effective marketing strategy by WOM (Word of Mouth) is also one of the strategies marketers use. Personalized patient experiences are also crucial. For example, sending targeted health tips based on patient demographics or medical history can demonstrate care and expertise.

3) Leveraging Digital Channels

The digital revolution has transformed healthcare marketing. Search Engine Optimization (SEO) is crucial for enhancing website visibility and attracting organic traffic.

4) Asking for reviews from healthcare costumers: -

Consumers want to see that others like them have had a good experience before scheduling their visit. Online reviews continue to gain credibility for potential and current patients.

5) Staying updated on your competition and recent trends going in the market: -

Examining more gradual and subtle shifts and changes in the healthcare industry, in addition to obvious new or dramatic developments, can provide useful insights to inform your healthcare marketing strategy for today, and for the long term.

Healthcare Marketing Regulations: -

Healthcare marketing regulations encompass other legal guidelines and standards that govern marketing practices within the healthcare industry. These regulations are set by federal and state governments as well as professional bodies.

Food and Drug Administration (FDA) regulations: The FDA regulates the advertising and promotion of prescription drugs, over-the-counter medications, medical devices, and certain

biological products. Compliance with FDA requirements include providing accurate information about a product's risks and benefits in marketing material targeted to consumers.

HIPAA regulations: Health Insurance Portability and Accountability Act (HIPAA) is designed to safeguard the privacy and security of patients' protected health information (PHI). Healthcare marketers must obtain patient consent before they can use PHI for marketing purposes, and they must ensure the security of patient data.

False Claims Act: This Act prohibits the submission of false or fraudulent claims for payment to the government, including claims related to healthcare services or products. Healthcare advertising and promotional materials with false or misleading statements could lead to False Claims Act liability.

That sums up the steps you can take to develop a comprehensive healthcare marketing strategy and some strategies you can use for your business and the regulations you need to be aware of.

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