



IMPACT OF BRANDING ON HEALTHCARE MARKETING

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ABSTRACT:

This article explores the historical context and evolution of marketing in the healthcare industry, focusing on its emergence in the early 1970s and its subsequent growth as a vital component of healthcare management. Initially met with skepticism due to ethical concerns and a reluctance to blend healthcare with marketing practices, the industry has since undergone a paradigm shift towards user-oriented strategies. This article emphasizes the significance of effective marketing in shaping a hospital's brand image and the need for all staff, from management to frontline employees, to participate in conveying the organization's mission to its clientele.

Furthermore, this article delve into the unique challenges and opportunities present in healthcare marketing, emphasizing its interdisciplinary nature and the absence of a direct monetary equivalent for services provided. It discusses the role of marketing in creating an emotional connection between healthcare providers and patients, as well as the influence of marketing on customer engagement, trust and loyalty.

The impact of digital marketing methods such as content marketing and social media is also explored in the context of attracting new patients and enhancing the quality of healthcare services.

Additionally, the article highlights the role of brand equity in healthcare marketing, emphasizing its importance in gaining a competitive edge and ensuring long-term success. It concludes by discussing the scope of concept marketing and branding in healthcare.

KEYWORDS: Marketing in Healthcare, Healthcare branding, brand equity, customer satisfaction, patient satisfaction, brand loyalty, patient and provider relationship.

INTRODUCTION

Marketing was not an early thought for the hospitals, nursing homes, managed care organizations until the early 1970s. The professionals in the field of healthcare and marketing did not prefer the blending of the words healthcare and marketing. There was an ethical misconception in the minds of the stakeholders of healthcare industry that advertising and branding for healthcare services was inappropriate. In the early years, healthcare professionals did not like the amalgamation of the words healthcare and marketing. This is the reason that forbid health service providers from incorporating formal marketing practices in to the operations of healthcare management.¹

With the change in perspective from product or service oriented to being user oriented has influenced the people of the field to adopt the techniques and strategies of marketing in healthcare. This has also aided in widening the scope of revenue generation from distribution and management of healthcare services.²

Every hospital represents a certain image or brand value either healthcare services of low cost or better specialization. It is crucial for everyone from the boss of the healthcare facility to the receptionist and clerks to advertise the mission of the organization effectively to the customers.⁴

A hospital brand focuses on patient's satisfaction and thereby directs patients to be loyal. This is possible through improvement of service quality, which influences positively the patient's will to revisit the hospital when required. In today's advancing competitive world and healthcare environment, the hospitals focus their marketing efforts on effective and strategic brand management.³

DISCUSSION

Among various services offered in the society, healthcare is one of the human-centered services. Healthcare is the foremost in all of such services including hospitality, legal, food, education, and transport services.

It should be explicitly conveyed by everyone in the field that the hospital is the center of health and wellness in the community. It is essential to establish a healthy and stiff connection between healthcare provider and patient to improve the model of healthcare delivery.

The rise of healthcare costs to its providers, increase in operating costs, informative and knowledgeable customers, it is vital for hospitals to brand for driving strategies. It also establishes an emotional connection between the healthcare provider and the seeker, 2

The goodwill of an organization is a substantial intangible asset for many organizations.

Organization reputation is visible through its brand and the reputation of the organization is composed of everything that an organization does in the marketplace. The process of marketing on the other hand includes the elements of the organizational brand, but marketing actually represents the organization's act of buying or selling of goods or services. It is the business transaction between the producer and the consumer that includes such processes as selling, advertising, packaging or communicating the product or service to the consumer, 3

The dynamic evolution of life has inevitably affected the healthcare systems generating significant changes and imposing healthcare marketing as an indispensable element of health brands. Healthcare field is a permanent evolution, the plethora of opportunities stimulating creativity, enthusiasm, and will exploit the specialists in the field. As the philosophy and marketing techniques in other fields cannot find applicability in the healthcare services, healthcare need their own approach and present certain features that are not found in other industries.

Through its specificity, marketing of healthcare is an interdisciplinary field because it uses certain concepts, methods, and techniques specific both to classical and social marketing. The specificity of healthcare marketing is that there are services and markets but no money equivalent. This means the application has to be adequately

effective and can be found in the image of a healthy population, the detection of a chronically ill section of people, ensuring their treatment by going through the complete process of rehabilitation, and professional reintegration.⁴

The nature of demand is where marketing of healthcare services differs primarily. Secondly, the beneficiary may not be the target of the marketing campaign, the healthcare provider makes decision on what service demands how much price. The marketing of healthcare services differs primarily through the nature of demand for health services. Secondly, the beneficiary may not be the target of the marketing campaign, the physician being the one who decides what, where, when, and how much will be provided for a particular service.⁴

Marketing plays a very significant role in assisting 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 relationship which is sustainable than in ensuring a single business transaction. 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 include marketing research, product design, distribution, pricing, advertising, promotional sales and sales management. This topic of review is relevant as it addresses major issues such as internal branding, communication and management during an actual execution of a corporate strategy within one of the most important industry sectors at the global level.⁵

The expansion of business is seen with the promotion of digital methods of marketing and promotion. New patients can be attracted and quality health services can be given to them with the help of strategic development. This will ensure satisfaction among patients. Additionally, healthcare marketing can have positive impact on factors such as customer engagement, trust and loyalty. Content marketing plays a significant role in this aspect. Furthermore, customer trust in a brand has a strong positive relationship with loyalty. Content marketing has a positive impact on factors such as customer engagement, trust, and loyalty. ⁶

This review article also provides an insight into the fact that the influence of advertisements and social media communication on the hospital brand image and brand trust formation before the stage of consumption and their

impacts on healthcare seekers and their response post consumption in relation to the quality of service, satisfaction and behavioral intention.⁷

Additionally, it is worth understanding that Brand equity is one of the most important concepts in business practice as well as in academic research. This is because successful brands can allow the marketers to gain advantage in competition including the opportunities in expansion of business, resilience against competitors Brand equity is one of the most important concepts in business practice as well as in academic research. This is because successful brands can allow marketers to gain competitive advantage including the opportunity for successful extensions, resilience against competitors' promotional pressures, and the ability to create barriers to competitive entry.⁸

CONCLUSION

Recent marketing literature suggests that brand orientation is an alternative concept for the public health because it is believed to address the shortcomings of market orientation. Brand orientation is specifically of interest to the sector of healthcare, due to the complex nature of the sector. The purpose of the study described in this paper was to find out what the possibilities are of brand orientation for local healthcare providers.⁸

Marketing is arguably the most critical and important managerial responsibility associate with the pursuit and realization of growth and prosperity, making prowess in the discipline essential for any healthcare institution and organization especially in the relation to fast growing competition in the healthcare industry.⁹

A brand expression relevant today can become irrelevant with the passage of time as tastes, preferences, policies, and other variables change, necessitating vigilance in monitoring brand performance and a willingness to introduce updates and enhancements as needed to ensure excellence.¹⁰ also, the ability to respond to patients' needs and demonstrate importance of displaying messages on platforms of social media with the help of which healthcare industry can effectively implement marketing strategies to only build and enhance its brand image but also attain highest level of patient satisfaction alongside hospital revenue.¹¹

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