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THE ROLE OF THE MARKETING IN HEALTHCARE

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ABSTRACT

The aim of the article is to define theoretical approaches to marketing in the healthcare. Still dominates the point of view that the marketing can only afford a prosperous provider. The aim of this article is to demonstrate that any provider seeking to enforce can not dispense with the good marketing. The essence of health care is service and therefore its marketing is conceived as a marketing of service. It is typical of it that does not stand alone like f.e. the marketing of typical trade organization but mingle with the management of people and performance as well. Everything depends on the centerpiece, which is the patient. The most important requirement of the marketing in health care is to make the patient satisfied. From this point of view the marketing in health care is concentrated on two areas. On quality of provided services as well as communication quality between provider and patient. As far as quality of provided services is concerned, it includes professionalism, optimal outcome, minimum risk to patients, treatment in line with current medical standards and values as well as in regard to efficient use of the resources. Regarding the communications it should be emphasized the role of mutual understanding between patient and provider. In practice it has been repeatedly shown that patients who understand the doctor instructions and arguments are willing to cooperate to a greater extent. Using this philosophy we analyze the basic principles of health marketing. The analyze has been provided by literature research and obtained results could be used as an aid for managers of health care providers to help them to transform public healthcare from what is still a predominantly supplier and product-driven service to one that is truly relationship orientated.

Keywords: health care, marketing, provider of health care, patient, quality of health care, communication