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MARKETING IN HEALTH SERVICES

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МАРКЕТИНГ НА ЗДРАВНИТЕ УСЛУГИ

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Abstract: The dynamic evolution of life has inevitably affected health systems, generating significant changes and making healthcare marketing an indispensable element. An effective marketing approach includes identifying and in-depth research of patients' needs and offering new health services that have not been available so far.
Keywords: marketing, health services, healthcare.

Health service marketing has a unique set of challenges that are unlike any other industry.
Health service marketing is mainly dictated by the nature of the health services sought.
The main actor who marks the process of production and provision of health services is the patient and his presence is part of the delivery system (Dimitrov & Spasov, 2021; Kesov, 2021; Krahtova-Nasteva, 2021).
From a marketing point of view, the process of providing health services must be carried out in full compliance with the requirements of patients.
To this end, activities are designed to meet these requirements. The basis of the marketing strategy in the field of health services is the quality of the offered services.
The market is a set of consumers (customers) with needs for a product or service who have the willingness and ability to buy. The market is the people. Market research provides basic information on who buys and what they buy.

In today's dynamic reality, when patients have so many options for choosing health services, the only way in which the products offered by a health facility can really be distinguished is by creating a well-differentiated, memorable and unique concept, accompanied by with an adapted marketing strategy to the digital age.

Currently, information technology is making a huge contribution to building a more effective marketing strategy. A good marketing strategy must be properly structured to reach a specific group of patients looking for the product.

More and more consumers prefer to search for information about a product on the Internet, where they can contact healthcare providers or other patients who have benefited from a particular healthcare service.Coordinated communications of a particular brand of health product help its suppliers to stand out from the competition, convey what makes them different and succeed in gaining a foothold in the market.

With the help of digital marketing, almost everything can be tracked and assessed.

The quality of the health service is not constant and varies depending on the provider / provider of the service / and the moment of provision.

Observing the dynamics of the market of the offered services, health specialists and health organizations can assess the advantages and disadvantages of the offered product and work towards its improvement.

Every healthcare organization needs a marketing strategy to ensure its success.

Marketing in the field of healthcare is a philosophy, an orientation of the organization to the consumer. Through marketing, customers can understand the opinion of the services offered, as well as the new programs or activities that have been undertaken, changing them or redirecting them so as to meet the expectations of society.

Marketing seeks to formulate a package of goods (products and services) for the relevant target market with sufficient activity to induce voluntary exchange.

Effective health service marketing is focused on potential consumption, not sales at all costs.

Conclusion: Marketing increases the satisfaction of target markets by better understanding their needs, helping to attract more resources to healthcare facilities, improving efficiency by developing and marketing new products and services, regulating prices, improving communications and making them more efficient and useful.

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