

OPTIMIZING HEALTHCARE SERVICE DELIVERY THROUGH INTEGRATED MARKETING COMMUNICATIONS IN THE NATIONAL CAPITAL REGION'S PUBLIC HEALTH SECTOR

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ABSTRACT

The aim of this research is to enhance the understanding of Integrated Marketing Communication (IMC) and examine its influence on the marketing and promotion of healthcare services in the National Capital Region (NCR). This study specifically investigates how IMC practices affect key factors such as customer relationship management, cost efficiency, competitive advantage, and profit growth in the effective promotion of healthcare services. Additionally, the research highlights the role of IMC capabilities in driving the performance of healthcare organizations by positively influencing these critical factors. It emphasizes that IMC plays a pivotal role in achieving improved performance outcomes. From a competitive standpoint, healthcare organizations that invest more in developing strong IMC capabilities are likely to experience greater effectiveness in promoting their services

Keywords: Integrated Marketing Communications, Healthcare, Promotional Effectiveness.

INTRODUCTION

IMC is all about planning and carrying out of all advertising types namely promotion, advertising, messages chosen for service, brand or firm for meeting a general set of objectives in communication for supporting a single positioning (Hawkins et al, 2011). Grosbeck (2006) stated that IMC is all about coordination and combination for the multiple ranges of information sources and they interpret previously provided feedback. Organizational voice transmits the message in offline and online mosaic activities in marketing communication and feedback of the customer could read by managers and other peers at broader scale. To efficiently adopted, aim of online IMC have concentrate on combination of offline and online interaction for attracting customers or move to website where they gather many data like usage of instruments in online communication for providing effective messages and combination of all channels in the communication into strategic plan based on objectives in the marketing. IMC coordinate all elements in communication of marketing for achieving consistency and synergy. The importance of IMC is all about efficient delivery of outbound activities for communication for achieving one sound, one sight in overall program of IMC as explained by Kliatchko, 2008

EXISTING INTEGRATED MARKETING PRACTICES IN HEALTHCARE ORGANIZATIONS

Greatest impacts towards healthy lifestyle practices explained by healthcare sector are mostly spread through word-of-mouth interactions. Education, manufacturers, government, health care institutions and firms, catering firms, food distributors and media has to educate, inform and physical activity involved by families and individuals and impact the buying, consumption and preparation of healthy food (Rakic and Rakic, 2015a). Elrod and Fortenberry (2018) pointed out that Willis-Kinghton health system (WKHS) created novel path and obtained experience that promoted initiatives between patient and provider engagement which afford an enduring approach for marketing communications. IMC suggested that marketers concentrate on consumer's preferences, exposure of media, patterns for buying and other factors. Moreover consumer is exposed to goods which fits its required through combination of interaction methods where consumer identify credible and more attractive as pointed out by Muhanji and Ngari, 2015. Kannia (2013) stated that healthcare organizations in Kenya are found to be competitive namely quality of service, they must follow latest technology in interaction for promoting their services reasonable price efficiently to target market.

Grover (2016) claimed that technological and globalization improvement has seen an idea transformation to hospital marketing since patients are more progressive and particular about their requirements towards health which result in cross-border competition in hospitals. Nowadays patients are conscious about their health and generally believe from the message from word of mouth communication (Connell, 2013 and Sarantopoulos et al, 2014).

RELATIONSHIP BETWEEN IMC PRACTICES AND CUSTOMER RELATIONSHIP IN EFFECTIVE MARKETING / PROMOTION OF SERVICES BY HEALTHCARE ORGANIZATION

Sciculli and Missien (2015) stated that based on developed framework quality and image for service would influence satisfaction of patient that would eventually drive behavioural readiness. Patients or consumers are highly satisfied with hospitals would maintain these relationships and finally acts as advocates for provider of the service. Managers in healthcare could optimize development in service-line with appropriate planning and execution in marketing. Thorough investigation of external and internal factors is suggested for determining how services would be branded, positioned and marketed. Some hospital services are specialized to specific medical field like neurology and cardiology. If a healthcare firms lacks equipment or facilities for carrying out specialist operations and services which would decrease their consumer database. Integrating systems among managements and departments illustrates efficient communications as well as permits patients for experiencing a better standard in hospital firms and its services. It was found that hospitals in Saudi have a good link with their clients. This indicates that management of customer relationship optimistically impacts performance of the firm as mentioned by Alsharari et al, 2017.

If the healthcare' managers want to shape a good image in industry; improve consumers to recognize and know medical services; maximize the loyalty and satisfaction of consumers; develop the new clients and keep old clients, they require to reinforce the promotion of marketing and marketing of relationship. Main ways of targeted hospitals that influence healthcare options of clients' namely clinic hours are mailed and scheduled to potential clients, free consultations for medical services, hospitals news in newspapers, provide free medical treatments, referral by relatives and friends, give education in hygiene and public health, hospital news on television and give free transportation.

RELATIONSHIP BETWEEN IMC PRACTICES AND COST REDUCTION IN EFFECTIVE MARKETING /

PROMOTION OF SERVICES BY HEALTHCARE ORGANIZATION

It is tough to adopt some tools for promotion like reduction of price, samples and display due to low extent of tangibility in healthcare service. Requirement for purchasing the healthcare service and wish to obtain such service is higher than requirement for acquiring other services and goods. Importance explained to high relation with health. Thus, efficient tools for communication are needed for delivering the messages and needed data instead of providing advertising or price promotions. Clients of tangible product would repeatedly purchase for long periods and at various times by postponing or delaying decision prior buying, but such kind of behaviour is unique in healthcare service since it relies on surprise factor and fail to identify the service data required and it is tough to purchase medical service prior the necessity. In such case, communication for marketing would construct an optimistic word of mouth, optimistic interaction with patients, improve personal contact and provide an optimistic image of the healthcare sector and its goods. At the same time, it was noted that communication for marketing result in direct and speed outcomes in terms of other services and products. On the other hand, such outcomes found to be slower and longer namely healthcare services (Shamout, 2016). Elrod (2013) elucidated that excellence in the communication is important, as organizational prosperity as well as wellness and health of those served relied on effectively involving viewers. Innovations in the communication must be expanded across all business for probable benefit, reduction of cost, with experimentation are motivated, somewhat that explicitly discourages limited mindsets which could restrict advancements in healthcare industry and significance to communicate with viewers, main methods which are reliable in terms of advertising.

RELATIONSHIP BETWEEN IMC PRACTICES AND COMPETITIVE ADVANTAGE IN EFFECTIVE MARKETING / PROMOTION OF SERVICES BY HEALTHCARE ORGANIZATION

It was mentioned by Crooks et al (2011), Yeoh et al (2013) and Hanefeld et al (2015) that hospitals and other organizations in healthcare actively engage in activities of marketing for attracting and retaining more consumers, building their image, distinguishing their services and gaining competitive advantage. Rakic and Rakic (2015b) and Rakic and Rakic (2015c) argued that suitable ministries in government could promote physical activity and adequate nutrition as basics for good health. Further proactive firms could gain positioning of competitive advantage and distinguish their services' and products based on healthy lifestyle.

It was discussed by Balogun and Ogunnaiké (2017) that communication used for marketing is found to be very significant in market and investigators are focusing on determining the dynamics of IMC and its impact to deliver the value among market players. Apart from these, it was found out that there was a relationship between corporate reputation and corporate image for effective marketing in healthcare sector. According to Sujana et al (2013), reasons behind communications adopted by hospitals for marketing depends on marketers efforts, virtual agreement between hospital and patient, role of managers in production in healthcare institutions, promotion efforts taken by commercials for exploiting the market chances using innovative tools for attracting novel patients.

RELATIONSHIP BETWEEN IMC PRACTICES AND PROFIT / GROWTH FOR EFFECTIVE MARKETING / PROMOTION OF SERVICES BY HEALTHCARE ORGANIZATION

It was discussed by Gecikil (2014) that quality of service in healthcare sector is one of main significant indicators of socio-

economic growth of nations. Major aim of healthcare services is to provide the healthcare service quality in society and time that peoples demand with probable minimal price, with easiness and solving the problem, believing events as people-centered and listening parties. Service in hospital focused on enhancing the happiness and welfare of society by enhancing, sustaining and safeguarding the wellness of people socially, psychologically and physically.

Sreenivas et al (2013) studied that most of healthcare organizations have developed a culture for marketing which would maximize profit targets. In the services provided by healthcare sector patients are significant people in transforming circumstance, healthcare sector has to struggle for maximum satisfaction of patient. To obtain satisfaction of patient, healthcare marketing plays a main part. Process of marketing encompasses planning for marketing, decision making in marketing and strategies for marketing mix. Han and Hwang (2008) pointed out that marketing of healthcare sector must attempt to maximize the target of novel clients or patients as well as revisit old patients since consumers are ready to revisit and use clinic and healthcare services and facilities.

CONCLUSIONS:

The process of establishing, planning, assessing, and implementing quantified, synchronized programs of credible brand communication over time with customers, prospects, and other targeted, linked internal and external audiences is known as integrated marketing communications, or IMC. Based on the literature review, it was clear that the healthcare industry pursues a variety of marketing promotion activities, including free medical treatments, medical consultations, plain media, electronic media, promotional activities, free medical service consultations, direct selling, personal selling, advertising, sales promotion, internet or interactive marketing, public relations or publicity, hospital news in newspapers, and so forth. It was clear from the analysis that service-lines are strategies based on niche, objectives in level of organization were taken into consideration are outcomes of quality, growth in the market share and satisfaction of patient interpret effortlessly into desired offering in marketing like good surgical results and recovery, convenience, accessible care and experienced and expert physicians. It was clear that healthcare sector which interacts using special functions and events like seminars and talks by sports, experts, camp for awareness among people and other events.

From the above literature, it was clear that activities like patient care, performance of employee, public relations and advertisements would strengthen an optimistic image in healthcare sector. It was noticed that hospital could able to manage public relations with the help of press coverage as well as conducting camps and by providing health checkups. In addition to these, it was noted that marketing of healthcare sector must attempt to maximize the target of novel clients or patients as well as revisit old patients since consumers are ready to revisit and use clinic and healthcare services and facilities.

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