

6-

Healthcare Marketing

1st in final

سبحان الله وبحمده، سبحان
الله العظيم ♥..



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Background

*-Healthcare is changing!

- A shift from public (free) services (already overcrowded , no need to attract more consumers) to private dominance (fee-for service) hospitals (not afforded by everybody, need to attract consumers)

-Introduction of new services.

-Growth of elective procedures (Rise of cosmetic surgery, IVF, and medical tourism)

الخيارات الاختيارية

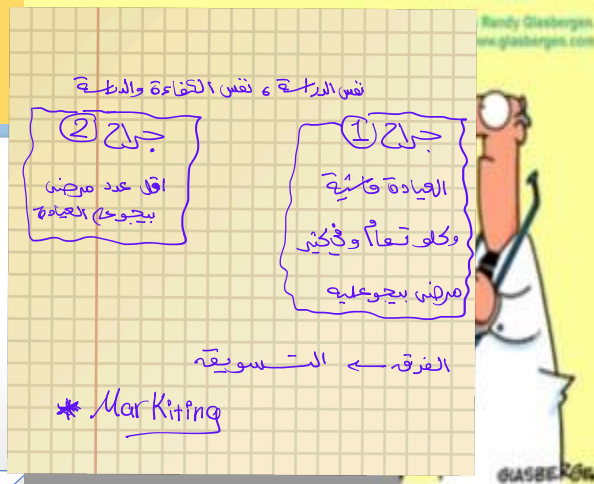
الجراحة التجميلية

التلقيح

سياحة طبية

عشائر ↑ proof الغاش

نتيجة الأخصاء
بالقطاع الخاص



"I already diagnosed myself on the Internet.
I'm only here for a second opinion."

Increased Competition & Consumer Power:

* خيارات (المستهلك) للمريض المختار في هياكل الأليات

* الخيارات التسويقية في الأدب

← القلب لمفتوح
← التحصيل
← التلقيح
← طب الأسنان

More Choices for Patients: → Patients compare providers via online reviews (e.g., *Google Reviews for hospitals*)+ "Dr. Google" phenomenon: research symptoms/treatments online before visiting doctors.). The final decision belongs to the consumer.

المريض = المستهلك

The role of the provider has changed (Provider's New Role):

Building trust through communication (e.g., *doctors using Instagram to educate patients*).

Marketing to reduce fear (e.g., *assurance campaigns for elective surgeries*).

Why Marketing is Essential?

Survival of Healthcare Businesses:

Quote: "No patients = no healthcare business."

Healthcare
Businesses

تعتمد على اللوائح
عشائر هيكل تعقد
على التسويق



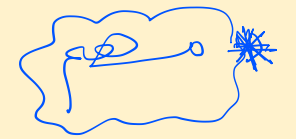
Definitions:

Marketing: *a management process that involves the assessment of customer wants and needs, and the performance of all activities associated with the development, pricing, provision, and promotion of product solutions that satisfy those wants and needs.*

↓
تشجيع الناس
لحاجة يستخدمونها

Healthcare marketing: involves any activities that relate to the development, packaging, pricing and distribution of healthcare products and to any mechanisms used for promoting these products.

Wants and Needs



First, assessing the wants and needs of consumers.

NEED: is something that a person requires for well-being and survival (essential).

- Needs are universal and objective, they are necessary for all individuals regardless of personal preferences or cultural backgrounds.
- Unmet needs can lead to physical or psychological distress and impact overall health and quality of life.
- Needs are typically prioritized over wants due to their critical importance in sustaining life and meeting basic human requirements.
- Examples: Emergency care, life-saving treatments.

رغبات -
لو واعملتها بسعوت
Coronary bypass
فملا علاجهم للشخص حتى يعيش
حد جازعه حيلة - فمحتاج برعة

WANT: is something that a person simply desires (non-essential).

- Wants are subjective and vary among individuals based on personal preferences, cultural influences, and societal norms.
- Fulfilling wants often provides satisfaction, enjoyment, or a sense of fulfillment, but they are not essential for survival or well-being.
- Wants may include luxury goods, entertainment, leisure activities, and other items or experiences that enhance quality of life but are not necessary for basic human existence.

Examples: Cosmetic procedures, elective services.

* عمليات التجميل
* أي خدمات اختيارية
* غير طارئة

فملا في بلاد معينة وزنه المرأة الزائد دليل على الجمال
وبعضها تعمل كحلي لتتبع ما يبي في بلد ثاني العكس

Want → غير أساسية للعيش
فقط لأرضاء النفس والمتعة

Products

The term product refers to any offer provided by an entity for purchase and consumption.

The Nature of Healthcare Products

1. Ideas:

- (Intangible) concepts that deliver a perception to the consumer.
- Example: The organization's image/ reputation, professionalism, quality care, patient experience standards Etc.
- Goal to increase familiarity-----→ increase utilization.

2. Goods:

- A (tangible) product that is Physical items with one-time purchase cycles.
- Example: Pharmaceuticals, medical devices, diagnostics, Health products (e.g. band-aids, toothpaste, home testing kits), Digital Health Goods: Wearable devices. (sale and rental).

3. Services:

- Services are (intangible) (e.g. physical examinations, medical advice, surgical procedures).
- It is more difficult to quantify and evaluate services than goods (Quality varies by provider).
- Services cannot be stored for future use and once provided they have no residual value (Cannot be resold after delivery)s.

The purchase of goods tends to be a one-shot episode, while services may represent an on-going process.

Brief history, stages of Healthcare Marketing

مرحان كاه من هو حق التسويق (للطبيب)

- 1950s : Marketing viewed as unethical by hospitals/physicians
- 1960s: Limited to media relations (e.g., patient condition updates). (Pre-marketing)
- 1970s-1980s: Shift to ethical awareness campaigns slowly. Focus: Fact-based service promotion (no exaggeration). Example: Hospital brochures, community health fairs
- 1990s: First TV commercials by major hospitals, Focus on service line marketing (cardiology, orthopedics), Beginnings of patient satisfaction metrics, First guidelines for truth in medical advertising
- 21st Century: Digital Revolution: Mandatory marketing function for competitiveness. Digital expansion: Social media, telehealth platforms, chatbots, Google Reviews, Influencer partnerships.
- Audience shift: From sick patients → whole populations (preventive care)
[1950s: "No Marketing"] → ! [1980s: "Brochures"] → ! [2020s: "Social Media"]

التوسط لاسي
truthful

التسويق للعريض بس ← حار لكل ال population

الاعلان
الحار في قنابل الاعلان

كبير
الصنابير

حجول

*التسويق * powerful tool
 * كل زعم معتقداتهم بتغيير
 بشو صحتهم او سلوكهم



Evidence on Effects of Smoking!

A MEDICAL SPECIALIST is making regular bi-monthly examinations of a group of people from various walks of life. 45 percent of this group have smoked Chesterfield for an average of over ten years.

After ten months, the medical specialist reports that he observed...

no adverse effects on the nose, throat and sinuses of the group from smoking Chesterfield.

MUCH Milder
CHESTERFIELD
IS BEST FOR YOU

APRIL, 1963



According to a recent Nationwide survey: MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

DOCTORS in every branch of medicine—113,997 in all—were queried in this nationwide study of cigarette preferences. These leading research organizations made the survey. The gist of the query was—What cigarette do you smoke, Doctor?

The brand named most was Camel!

The rich, full flavor and cool mildness of Camel's

Your "T-Zone" Will Tell You...
 T for Taste...
 T for Throat...
 that's your

الآن أقول لك دغني دانا طمنا!
 لقد بدأ عصر التدخين بلا خوف

منذ ظهرت سجائر
 بارليمينت

بممتازها في الفيلتر المبكر الذي
 على ذراع مقدك لا يومية - هكذا الطريقة

Why we have the youngest customers in the business

Nothing does it like Seven-Up!

a little **TRICK**
 that makes a **TREAT**

SEVEN-UP IN MILK!

Mix chilled 7-Up and cold milk in equal parts, by pouring the 7-Up gently into the milk. Do not stir. The 7-Up adds a light and delicate flavor making a delicious blended food drink.

Mothers know that this is a wholesome combination. The addition of 7-Up gives milk a new flavor appeal that especially pleases children.

"FRESH UP" WITH SEVEN-UP!

انه باهر .. عجيب .. مدكش!

قرا مارول



Diet hint:

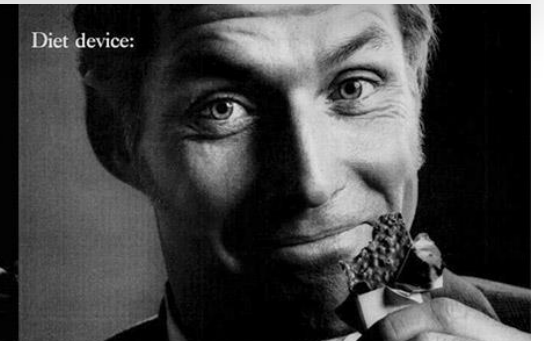
Have a soft drink before your main meal.

Sugar just might be the willpower you need to curb your appetite.

We know it sounds odd—but it can work. Spoil your appetite by eating something with sugar. Sugar works faster than any other food to turn your appetite down, your energy up.

Then, when mealtime comes, you're less apt to overeat. Willpower never tasted so good. Sugar... only 18 calories per teaspoon, and it's all energy.

Sugar Information
 General Post Office Box 94, New York, N. Y. 10001



Diet device:

Snack on some candy about an hour before lunch.

Sugar's quick energy can be the willpower you need to eat less.

Surprise! Sugar isn't a bad guy. The sugar in a soft drink or ice cream cone, shortly before mealtime, turns into energy fast. And that energy could be just the energy you need to say "no!"

to those extra helpings at mealtime. That's why sugar is a good guy. Sugar... only 18 calories per teaspoon, and it's all energy.

Sugar Information
 General Post Office Box 94, New York, N. Y. 10001

Nowadays!

- Health care organizations spend a lot on marketing, advertising, and public relations activities on communication.
- Modern hospitals allocate ~~2-7%~~ of budgets to marketing
- Marketing is now a proven revenue generator
- A line item to cover marketing, advertising and public relations activities should be included in the facility's budget.

* لأنها مؤثرة

حول الحقن

يدفعو كثير على الـ

إيرادات

\$

التسويقية يُعتبر
مصاريفه وإيرادات

في كل الـ Facility
budget

تصرفه على التسويق
تلاقى مرضى أكثر
وربح أعلى

إيرادات

revenues

ويؤتي

مصاريفات

expenses

“Levels” of Marketing

- According to the scope of the market, these include:

1. Mass marketing

2. Target marketing

1. Mass Marketing

التسويق العام (للجميع)

- **Mass marketing :**

- Broad campaigns targeting entire populations
- Uses wide-reach media (TV, radio, billboards)
- Targets everyone, e.g., national health campaigns
- Early healthcare marketing utilized mass media broadly
- Promoted all services to all audience segments

وسائل إعلام
تتوجه للجميع

Target Marketing

فَإِنَّ بِيْ أَسْوَقَ قُنْتِجَ لِلْأَهْلِ

بَعْلَ مَا رَعِيَتْ عَلَى الْاَل (TV) وَأَدْفَعُ كَثِيرَ قُلُوبِ
بِسَ بَعْرِقَ لِلْأَهْلِ فَإِنَّ

Target marketing:

- Focused outreach to specific patient groups

- Modern standard practice

- Target markets in healthcare are based on geography, demographics, lifestyles, insurance coverage, usage rates and/or other customer characteristics

السَّكَّانَ الْمُؤَمَّنَةَ
بِسَ بَتَسَوَقَ دَ الْمُؤَمَّنِينَ
عِنْدَهَا وَهَذَا

فَإِنَّ أَسْوَقَ

لِلْأَهْلِ
الرَّيْفِ

السَّكَّانَ الْمُؤَمَّنَةَ

الَّذِينَ هِيَ الْإِجْتِيَاجَاتُ
(need and want)
لِلْأَهْلِ بِرُجُلِهِ

Primary target market Largest group with most frequent need or want for a product or service.

Marketing Mix 4Ps and 4Cs

أساس التسويق *

Marketing Mix: marketers formulate the marketing mix for each customer group after target marketing is done.

• The 4Ps of Marketing

1. Product: Healthcare services/goods offered
2. Price: Cost to patients/insurers
3. Place: Service delivery locations (clinics, telehealth)
4. Promotion: Communication strategies

• These 4Ps of the providers are linked to the 4Cs of the consumers in that order,

1. Customer solution ↔ Product

How services meet patient needs

2. Customer cost ↔ Price

Total expenses (time, money, effort)

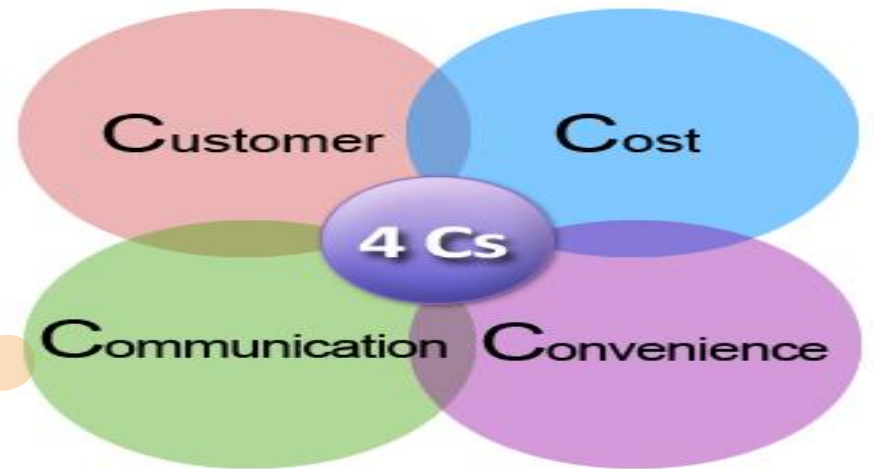
3. Convenience ↔ Place

Accessibility of care

4. Communication ↔ Promotion

Two-way information exchange

• **People, Process & Physical evidence** are the extended marketing mix.



عندك مشكلة
بأسئالك؟
عنا عيادة اسنان
لنحل مشكلتك

ال product عندها سعر وقيمة
بمقابل
 $P = C$

total expenses
على المستهلك
لشراء وقت، فواتير، اجارة تشغيل
خدمة صحية من قدامها
هواملات مثلاً

الراحة مع بظان

→ provider communication
→ customer communication (feedback)

❖ شرح لنقطة الثانية ❖ 1

مثال بسيط:

خدمة فحص في مستشفى:

- السعر = 100 ريال ✓
- لكن المريض لازم:
- ينتظر 3 ساعات ✗
- يسوق ساعة عشان يوصل ✗
- يدفع مواقف أو مواصلات ✗

النتيجة: تكلفة العميل أعلى من مجرد السعر.

ليه هذا مهم في التسويق؟

لأن المسوق الذكي ما يفكر فقط "كم نخط السعر؟"
بل يسأل نفسه:

"كيف نخلي التكلفة الكاملة على العميل أقل وأسهل؟"

مثلاً:

- توفر موعد سريع ✓
- نستخدم تطبيق عن بعد (telehealth) ✓
- نخلي الدفع سهل ✓



www.twitter.com/shreyasnavare

Marketing Planning

بال plan
تفكر

من ال consumer

- A marketing plan is needed to let consumer population (both current and prospective) know about the product/service. A sign on the door stating "Doctor's Office" is no longer enough information.

لو انت موجود (على الساحة)
وماحد بعرفه عنك
صين بك تعالج؟؟ zero

"The best medical care in the world helps exactly ZERO patients if they don't know it exists."

- A written plan is preferred to prevent the waste of efforts and money.

في شركات تسويق حاليا

Two-Phase Approach

اثبات وجود

Establishing Presence

Reinforcement

التوثيق تعزيز

(marketing company) وما بسوقوا

← (كما ان يعملوا الصفحة (مواقع التواصل) + image + written plan
كافة

- Stage one establishes the presence in the community and attaches the image of what kind of health care provider you are, and stage two will maintain that presence in between campaigns.

ما بين وبين
• 10-80-10 rule.
مستهلكين
لا ايعا عدي
مستهلكتين
ما رح يجوا ابد
لحق اقولهم
تخليهم

تسويك الناس
يعرفوا عنك؟

تثبت
حالك

لم يثبت حالتك وانك
احسن دكتور بالكويت
اجوعا العيادة
15 مريض بعدين خلع
بسوء
له هو بيحي دور ال reinforcement



أشياء كثيرة شائعة
فذلك (هذه) هدفنا أني اجذبهم

Marketing plan steps



1. **Identify Target Patients** (Who needs your services most?) (a clear identification of primary target market).
2. **Focus Resources** (Spend smart on key groups, not everyone) (not a process of exclusion, rather is a process of focus)
3. **Engage Supporters** (Doctors, media, community partners)
4. **Comparative analysis** (What are others offering? (current and any future new services).
5. **Measure Results** (Track calls, website visits, referrals)
6. **Time It Right** (Launch campaigns when patients are most likely to respond) Seasonal trends (e.g., flu shot campaigns in fall)

شوخه انتا انا
فذلك كم هفتح هفتي، كم هرفد انا
عندي... الخ

evaluate

استغلال الوقت

كورونا ← حار في شركات حمامان كثر

Marketing Research

①

• Demographics and Psychographics

②

- A target market profile consists of demographic and psychographic descriptors.

* Demographics: Divide the general population into segments determined by age, gender, and income, occupation, education, location, marital status.

- Narrow the target market as possible using these segments. (e.g., *Pediatric clinic near young families*)

خارج الأحياء الرياضية قنطرة
لصيف وبيت بيبي اعرج
العصر المستعرة
(شباب) ومكتبة
للأندية
القنوات الرياضية والمدارس

فلا لو اخطيت اهلك اُرسي وحيث
ليس يَكُنِي حارجي لاكونه حلد باقي
امحابه...

القيم والمبادئ

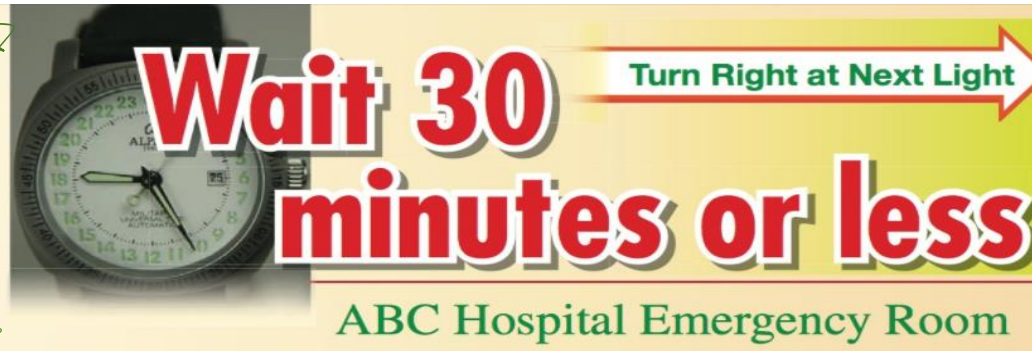
- Basic psychographics describes internal characteristics Values, beliefs, lifestyle Health attitudes, fears, Media consumption habits.

(e.g., "30-min ER wait" for time-sensitive patients)

تلك التي
للأكل الخشنة في هذه المنطقة

- Mind-set timing: Match messages to patient readiness. marketers must be certain to communicate message with consumers when they are psychologically ready to absorb the information. "you have a problem," followed by "we have a solution"

هل انت متروكة في الحارة؟
هل عوقدار تعلم فيها؟
وما ظلم وقت الانتظار؟
جئناكم حقيقة البتة
كلشي بلا عذر بتوافق مع مشاكلك
الخير في تشخيص



Demographic Segmentation
(Who they are)
Psychographic Segmentation
(Why they choose you)

بالمناسبة حتى لو ما بتوافق
المشكلة

Psychographic Segmentation and The Art of Persuasion

Demographics

- Age

ممكن تطلع افئله بالاختزان
45 فناء

- Gender

أو
((female))

- Occupation

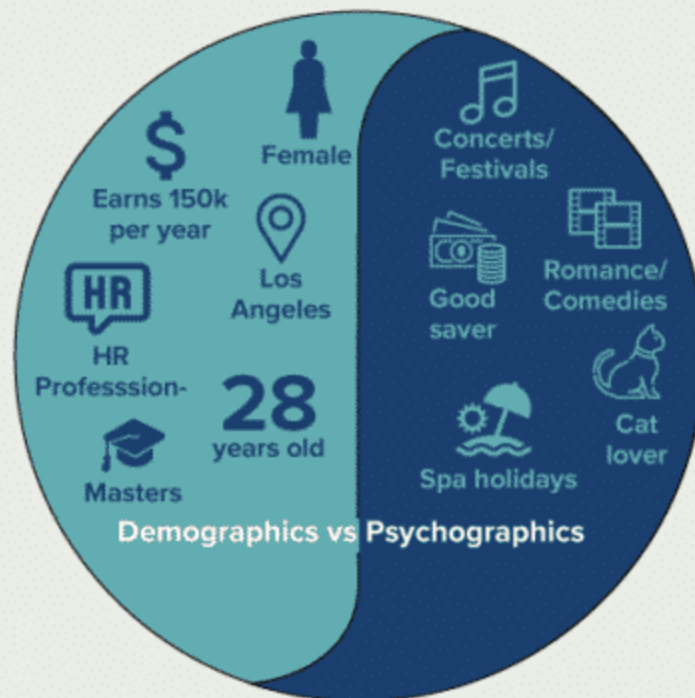
((Doctors))

- Location

- Education

- Marital status

CUSTOMER SEGMENT



Psychographics

- Personality traits

- Lifestyle

- Attitudes

- Values

- Interests

- Beliefs

السؤال (الفقرة بينهم) // one except

Promotion

- Action component of marketing mix to promote services/ideas.
- The variety of techniques used to reach consumers with the purpose of promoting an idea, organization, or product.
- **Traditional promotional activities includes familiar techniques such as:**

1. Public relations
2. Advertising, sales

استراتيجيات التسويق

Marketing

أكبر فئة كونه
Advertising

Public Relations and Communication

1. Public relations include:

the process of building trust with the public.

Involves distribution and information dissemination to influence feelings, opinions or beliefs about an organization and its services

- **Collateral:** Brochures, letterhead, business cards, E-collaterals
- **Media:** Press releases, feature stories, Public Service Announcements
- **Events:** Health fairs, sponsorships

2. Advertising

Direct method for calling attention via:

- **Print:** Newspapers, journals, flyers (detailed)
- **Electronic:** TV, radio, internet (interactive; costly/irritating)
- **Outdoor:** Billboards, transit ads (transport or stores) (visible; space-limited)

Communication: an opportunity to tell what services can be offer to consumers e.g. the organization's mission, the staff's skill and knowledge, accolades provided by accrediting bodies, and the assurance that the facility will give the best possible care to referred patients.



image
تحال
نظيفة



عروض الألماس

هدية قيادة ألماس عند الولادة

نقدم خدمة الوصيفة الخاصة لكل أم والتي تهتم وتشرف على خدمة الأم والزوار طوال فترة الإقامة في الجناح. توفير خدمة المساج والمكياج للأم.

العرض يشمل عملاء التأمين

مستشفى جبران HOSPITAL للنساء والولادة والنفوس

@victoriahospita
victoriahospital

WWW.VICTORIA-HOS.COM
011 2099999



high incomes
الرسالة وصلت
ان شاء الله



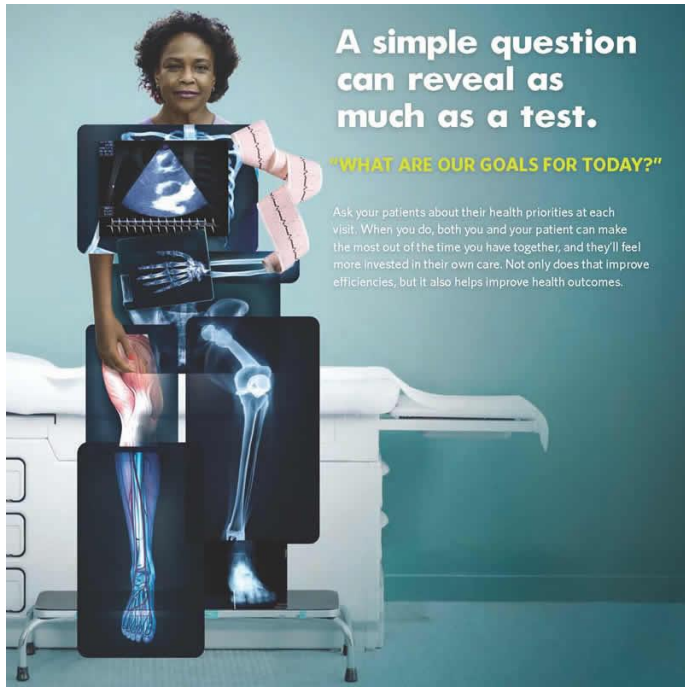
كل واحد بعد الصورة عنه نفسه الى بنو اياها



وزارة الصحة تطلق حملة
وطنية للتوعية بأهمية تلقي
لقاح كورونا (كوفيد-19)

بادر للحصول على اللقاح
وزارة الصحة الأردنية

www.vaccine.jo
الرابط الخاص بالتسجيل



Advertising

- **A. Print Advertising** (الإعلانات المطبوعة)
- **Types:**
 - Newspapers/Magazines (e.g., "New Cardiac Center" feature)
 - Brochures/Flyers (e.g., vaccination schedules in clinics)
 - Direct Mail (e.g., postcards for annual check-ups)
- **Pros:** إيجابيات ✓
 - High detail for complex services
 - Physical & trusted by older demographics (أشخاص أكبر سنًا)
- **Cons:** سلبيات
 - No real-time updates (لا يمكن تحديثه في الوقت الحقيقي)
 - Higher per-unit cost than digital (تكلفة أعلى لكل وحدة مقارنة بالرقمي)



Advertising

B. Television

- **Pros:**
 - High awareness (sound + visuals)
 - Large audience reach
 - Comfortable: at home view
- **Cons:**
 - Expensive airtime
 - Short-lived ("transient")
 - Commercials



C. Radio

- **Pros:**
 - Targeted by station/time
 - "Companion" medium

- **Cons:**
 - No visuals
 - Smaller audience



بدلے تلوار (ال TV بدلے)
تدفع کثیر

جواب
الٹائیٹریسیلا // عورت

فلاں قنات
المعالم بسمعها المظلمین
اصبح ← بدلہ لملانہ
تبعض کوٹھینا

وانت راج ورجای
عادی تسمع الرادیو

حوکل الناس تبصره

Advertising

Targeting ← أهم شيء في الإعلان
هو أن
تحدد
الجمهور
الذي
تريد
تصله
إعلانك

D. Internet

Pros:

- Low-cost targeting
- Instant feedback (interactive)

Cons:

- Ad-blocker challenges
- Pop-up irritation

E. Outdoor

- Billboards, Transportation venues or Signage

- Rule: ≤ 6 words + logo

- Example: "ER WAIT <30 MIN"

لازم يكون قصير و يتساقط بسرعة
maximum 6 words



Logo d120

THANK YOU

الحمد لله

Done by 3 NCCR Al-Maharmah