



# HEALTHCARE MARKETING

Understanding how we attract, influence and retain patients in a complex healthcare system



PATIENT  
FOCUSED



TRUST



VALUE



QUALITY  
CARE

*Connecting patients with the right care,  
at the right time.*

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2026





# Why Marketing in Healthcare?

**Healthcare is changing!**

Healthcare systems are becoming more competitive

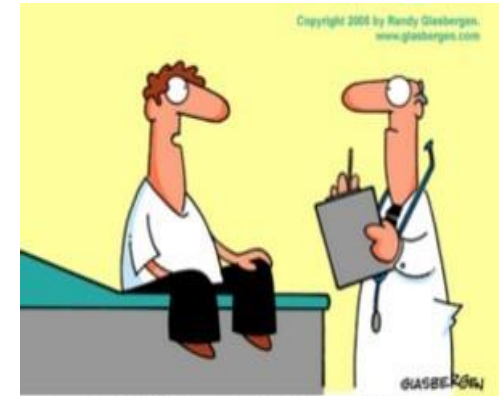
Shift from public → private sector services

Growth of elective procedures (cosmetic, IVF, medical tourism)

Patients are more informed (“Dr. Google”)

Patients compare providers (reviews, reputation)

Final decision increasingly by the consumer 👉 **Patients are active decision-makers, not passive recipients**



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





# What is Healthcare Marketing?

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- A management process to identify and satisfy patient needs and wants . It includes development, pricing, distribution, and promotion of services

# Wants and Needs



## Needs



Essential for survival and well-being



Objective and universal across populations



Require immediate or necessary medical intervention



Delay may lead to serious harm or death



(e.g., emergency care)



## Wants



Non-essential and based on personal preference



Subjective and vary between individuals



Improve quality of life rather than survival



Often influenced by culture, lifestyle, and media



(e.g., cosmetic procedures)



Healthcare addresses both needs and wants



What are we marketing in healthcare?

# The Nature of Healthcare Products



## Ideas

- (Intangible) concepts that deliver a perception to the consumer.
- Reputation, QoC, Trust, Patient experience



## Goods

- Tangible and measurable with one-time purchase cycles. (sale and rental).
- Drugs, devices, technologies, etc.



## Services

- Difficult to quantify and evaluate compared to goods
- Quality varies between providers
- Cannot be stored for future use
- No residual value after delivery (cannot be resold)



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



# Evolution of Healthcare Marketing



## 1950s–1960s

- No marketing (considered unethical)
- Basic communication only



## 1970s–1980s

- Start of awareness campaigns
- Simple promotion (brochures, events)



## 1990s

- Hospital advertising begins
- Focus on specific services



## 2000s–Present

- Digital marketing (social media, reviews)
- Strong competition
- Patient-centered approach



From  
No Marketing



To  
Digital, Patient-  
Centered Marketing



**Audience shift:**

From sick patients →  
whole populations  
(preventive care)



# How has marketing changed over time?



**"Believe me, folks, you'll want to read this important new evidence on the effects of smoking. Then you'll say, 'I do...'"**  
**CHESTERFIELD IS BEST FOR ME!**  
*Winston Churchill*

**NOW...Scientific 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**

First and Only Premium Quality Cigarette in Both Regular and King-Size

It's one of the basic rules in time. While his door may say *Office Hours 9 to 4*, he's actually on call 24 hours a day.

The doctor is a scientist, a diplomat, and a friendly to important human being all in one, no matter how long and hard his schedule.

According to a recent Nationwide survey:

**MORE DOCTORS SMOKE CAMEL THAN ANY OTHER CIGARETTE**

DOCTORS in every branch of medicine—113,197 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 superb blend of superior tobaccos were no have the same appeal to the smoking tastes of doctors as to millions of other smokers. If you are a Camel smoker, this preference among doctors will hardly surprise you. If you're not—a well, try Camels now.

Your "T-Zone" Will

**Why we have the youngest customers in the business**

Nothing does it like Seven-Up!

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!**

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!**

Marketing does not only promote services... it shapes what people believe to be true.

الآن .... أقول لك دغني دانا طمنا!

لقد بدأ عصر التدخين بلاخوف

انه جاعر .. عجيب .. مدغني!

قرا مادول

منذ ظهرت سجائر بارليمند

سرا امتازها في الفيلتر المبكر الذي عاي ذراغ مقدرك لا بومر - هكذا الطراغ يتقى

Diet hint:

Have a soft drink before your main meal.

Diet device:

Snack on some candy about an hour before lunch.

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

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

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

**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. Surprise! Sugar... only 18 calories per teaspoon, and it's all energy.

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



# STP Model

- Healthcare marketing follows a structured process rather than random promotion.
- It begins with understanding the market, followed by segmenting and targeting patients, positioning services, implementing strategies, and evaluating outcomes.

## STP Marketing





# 1. Segmentation

Dividing the market into specific groups based on shared characteristics.

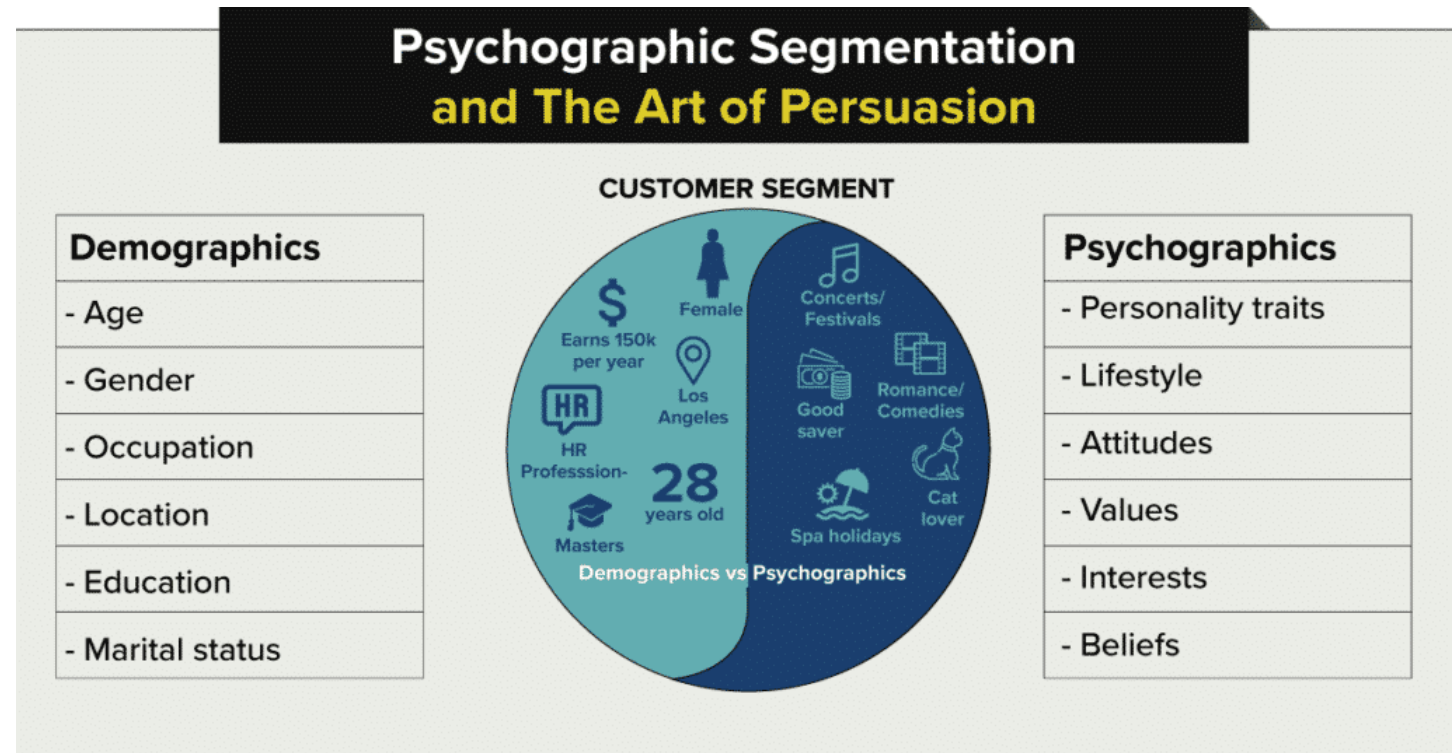
- **Types:**

- **Demographic:** age, gender, income, marital status, education, and geographic location

👉 Example: Pediatric clinic → young families

- **Psychographic:** focuses on patients' internal characteristics, such as beliefs, values, lifestyle, and health attitudes.

👉 Example: "30-min ER wait" for time-sensitive patients





## 2. Targeting



Selecting the most relevant patient group (groups with the **greatest need** or **highest potential utilization** of services.)



Focus '**limited**' resources on priority segment



It is **not practical** to target all patients



Not exclusion → **strategic focus**



**Example:** Private hospital targeting **insured patients**



Targeting is about **choosing where to compete**, not trying to serve everyone.

From Many Segments → Focus on the Right Segment



Many Segments



Priority Segment



Focus resources where the **need** and **potential impact** are the greatest.



## 3. Positioning



Defining how the service wants to be **perceived by patients**



Identifies **competitive advantage**



“Why should **patients choose you?**”



This may be based on factors such as **quality of care, speed of service, specialization, or patient experience.**



E.g.  
“**Advanced cancer center with latest technology**”

Positioning based on  
**specialization & technology**



E.g.  
“**Affordable care for all patients**”

Positioning based on  
**price**



**Key Takeaway:**

Positioning answers the key question: **Why should patients choose us over others?**



BREAK



# What is the Positioning here?

? What message is this hospital trying to send to its patients?



**هدية قلادة ألماس عند الولادة**

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




العرض يشمل عملاء التأمين

مستشفى جيران HOSPITAL للنساء والتوليد والنفوس

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victoriahospital

WWW.VICTORIA-HOS.COM  
011 2099999



## Key takeaway:

Positioning is how a healthcare provider wants to be **perceived** in the minds of patients compared to competitors.



# Development of the marketing mix (4Ps/4Cs)



## Core 4Ps:



### Product

Healthcare services offered



### Price

Cost (money, time, effort)



### Place

Service delivery (hospital, clinic, telehealth)



### Promotion

Communication strategies



## These are provider-focused elements

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



### People

Staff, skills, and behavior



### Process

Service flow, systems, and procedures



### Physical evidence

Facilities, equipment, and environment



## 4Ps (Provider Focus)

## 4Cs (Patient Focus)



### Product

Healthcare services offered



### Customer Solution

How services meet patient needs



### Price

Cost (money, time, effort)



### Customer Cost

Total cost to the patient (money, time, effort)



### Place

Service delivery (hospital, clinic, telehealth)



### Convenience

Easy access, location, time, and availability



### Promotion

Communication strategies



### Communication

Two-way communication and engagement

What the provider offers

How the patient perceives it



Shift from provider focus → patient focus

Same elements, different perspective.



# Patient Journey

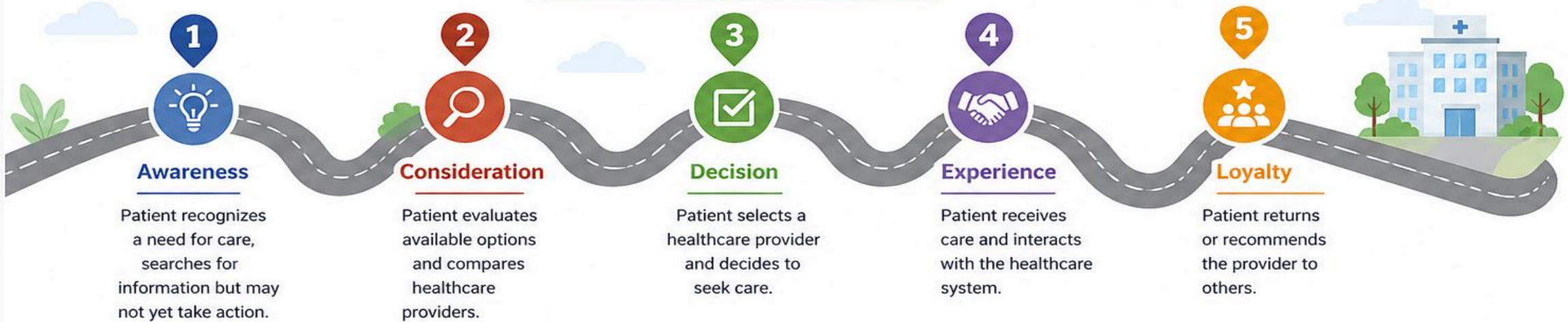


The patient journey describes the **full experience** a patient goes through when interacting with a healthcare system, from recognizing a need for care to post-treatment follow-up.



Each stage includes **decision points** that influence patient behavior and outcomes.

## Patient Journey Stages



## Key Influencing Factors Across All Stages



**Reputation & reviews**



**Cost**  
(money, time, effort)



**Access & convenience**



**Previous experience**



**Goal:** Guide patients smoothly through all stages to improve outcomes and build lasting relationships.



# Marketing Strategies:

- Target Marketing vs Mass Marketing.
- Promotion (Tools):

## 1. Public Relations (PR)

- Health campaigns & awareness programs
- Community events & outreach activities
- Media coverage & press releases
- Builds trust and credibility

👉 Focus: Reputation & public image



## 2. Advertising

- (Paid communication such as TV, radio, print, online, outdoor)
- Reaches a large audience quickly
- Controlled message by the provider
- Promotes specific services or facilities





### 3. Digital Marketing

- Engage patients
- Interactive & ongoing

Social media platforms, Hospital websites, Online reviews & ratings, Search engines (Google), AI Chatbots



كورونا  
وزارة الصحة  
المملكة الأردنية الهاشمية

لقاح كوفيد-19

Coronavirus Vaccine  
COVID-19

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

بادر للحصول على اللقاح  
وزارة الصحة الأردنية

www.vaccine.jo  
الرباط الخاص بالتسجيل



TAKE A STAND AGAINST  
BREAST CANCER

Identify the Marketing  
Strategy?



#متر\_ونص

حافظ على التباعد الاجتماعي  
والترزم بـ #متر\_ونص عند الحاجة لمخالطة الآخرين

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#احنا\_نضبطك

DR. SHADY ALSHAIKH  
Dental Care

DrShadiAlshaiKh DrShadysh Faxmaxjo

www.DrShadySh.net

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A simple question  
can reveal as  
much as a test.

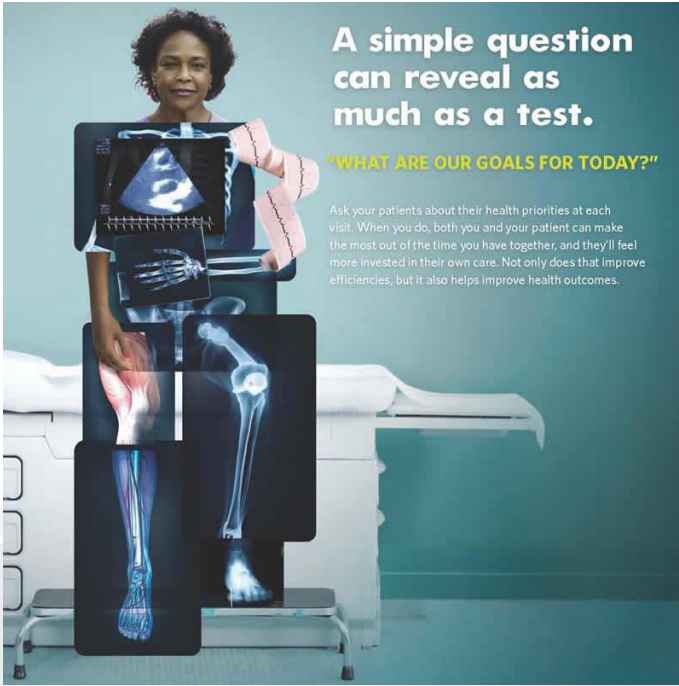
"WHAT ARE OUR GOALS FOR TODAY?"

Ask your patients about their health priorities at each visit. When you do, both you and your patient can make the most out of the time you have together, and they'll feel more invested in their own care. Not only does that improve efficiencies, but it also helps improve health outcomes.

الجمهورية اللبنانية  
وزارة الصحة العامة

1 من 4  
أشخاص  
لبنان ممكن يعانون من  
اضطراب نفسي بمرحلة من حياتهم

#صار\_وقت\_نحكي





# Ethics in Healthcare Marketing



## Healthcare marketing must follow ethical standards

because it directly influences patient decisions and health outcomes.

- Patients are often vulnerable → higher ethical responsibility
- Patients may trust what they see online to make real health decisions



### 1. Truth in advertising

Information must be **accurate** and **evidence-based**



### 2. No exaggeration or misleading claims

Avoid **unrealistic** outcomes or **false promises**



### 3. Respect vulnerable patients

Patients may be **anxious, fearful,** or **uninformed**



### 4. Trust vs profit

Patient welfare must come **before** **financial gain**



## Key Message:

Ethical marketing protects patients, builds trust, and upholds professional integrity.  
**Goal: Inform, not manipulate.**



# Unethical Marketing Examples



Unethical marketing can **mislead** patients, harm **trust**, and put patient **safety** at risk.

## 1. False or Exaggerated Claims



✗ Makes unrealistic promises or guarantees results.

## 2. Fake Reviews or Testimonials



✗ Creates a false impression and manipulates public perception.

## 3. Before & After Misrepresentation



✗ Uses misleading images that do not reflect real results.

## 4. Fear-Based Marketing



✗ Exploits fear and anxiety to push unnecessary services.

## 5. Hiding Risks or Side Effects



✗ Withholds important information patients need to make informed decisions.

## 6. Misleading Pricing or Hidden Costs



✗ Attracts patients with low prices but hides additional costs.

## 7. Privacy Violations



✗ Shares or exposes patient information without consent.

## 8. Promoting Unproven or Unregulated Treatments



✗ Promotes treatments without evidence or proper approval.



# Digital Ethics (Important for YOU )

## As future doctors:

- Not everything online is true
- Reviews can be manipulated
- Ads may be misleading
- AI-generated content may not be reliable

👉 Always question:  
**Is this evidence-based?**



# Thank you

- Marketing is not about selling healthcare...  
it is about connecting patients with the right care.”



**“Visibility may attract patients... but trust is what keeps them.”**

