



MARKETING *Club* 138th

138th Marketing Club
97th Business Club
26th Cairo Club

Healthcare Services Marketing



JOIN FREE

LIVE WEBINAR

Date	Time	Time	Time	Place
21-5-24 Tuesday	9.30 pm EGY	9.30 pm KSA	10.30 pm UAE	Online Zoom

CLUB FOUNDER, HOST
DR. MAHMOUD BANGAT
LEGENDARY DIRECTOR



Instructor
Dr. Wael Eissa
Marketing Manager



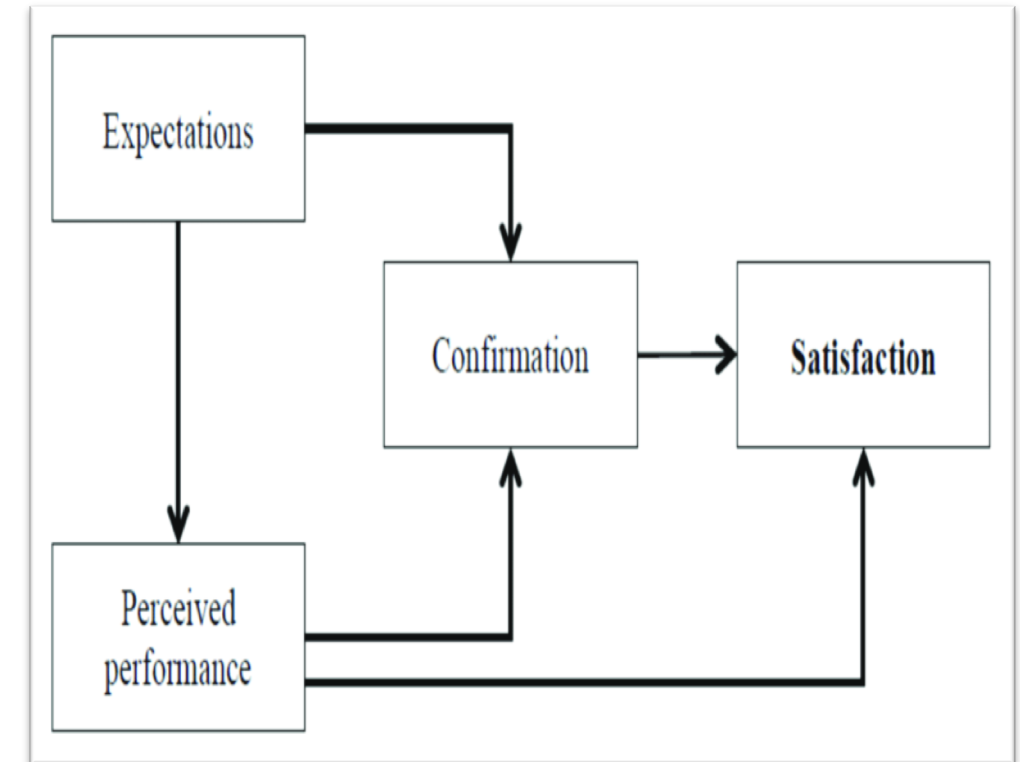
PRINCIPLES OF
Healthcare Services Marketing

By: Wael Eissa
Healthcare Marketing Manager



WHAT IS SERVICE ?

- ▶ **Definition 1 :** Anything that cannot be dropped on your Feet (The Economist)
- ▶ **Definition 2 :** The Production of an essentially **intangible** benefit, Either in its own right or as significant element **of tangible product**, which through some form of **exchange** , **satisfies** an identified **need** (Adrian Palmer)
- ▶ **Definition 3 :** Activity or benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything. Its production may or may not be tied to a physical product

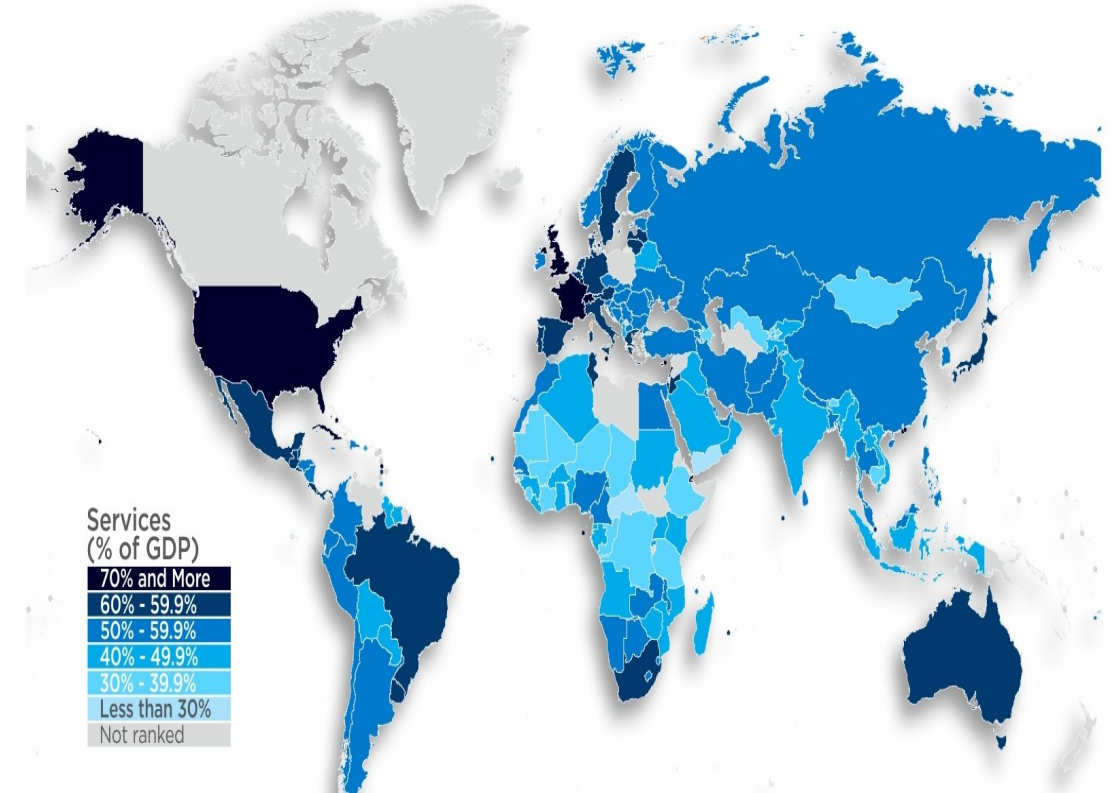


Expectations Define Satisfaction



-
- | Mostly goods | | | | | | | | Mostly services |
|--------------|--------------------|-------------|--------------------|------------------|-----------------------------------|------------|---------------------------------|-----------------|
| Canned foods | Ready-made clothes | Automobiles | Draperies, Carpets | Restaurant meals | Repairs: auto, house, landscaping | Air travel | Insurance, Consulting, Teaching | |

Services as Share of Total GDP (%)



HEALTHCARE SEGMENTS

Hospitals

- Government hospitals includes district and city wise hospitals that are run and sponsored by the government with low treatment costs.
- Private hospitals includes mid and top tier hospitals with specialized health facilities.

Pharmaceutical

- Includes manufacturing, extraction, and processing of chemical components used for high quality treatment.

Diagnostics

- This comprises high technology laboratories for accurate predictions of diseases and symptoms through blood, tissue, and urine samples for recovery.

Medical equipments and supplies

- It comprises biomedical equipments required for surgical and dental procedures and laboratory instruments.

Medical insurance

- It includes medical reimbursement facility covering the hospital expenses of groups or people through public funds or private insurance companies.

Telemedicine

- It includes providing remote service to patients who are in villages in terms of treatment or prescriptions of medicines etc.



CHARACTERISTICS' OF SERVICE HEALTHCARE INSIGHT

- ▶ **1. Intangible**
- ▶ services are non-physical unlike physical products which can be touched, felt, seen. This makes services different from products and hence the marketing approach would also be different.
- ▶ **2. No ownership**
- ▶ Services cannot be owned but can only be experienced. This is a holistic concept which is related to customer experience.
- ▶ There is ownership in service in form of evidence like plan, bills, invoice etc. but you cannot own it like a product.
- ▶ **3. Inseparability**
- ▶ Service marketing is driven by a concept of moment of truth, i.e. the services are created & used at the same moment.
- ▶ They cannot be stored like products in an inventory, they are produced and consumed at the same time.
- ▶ **4. Variability**
- ▶ Services vary in nature despite the same people, process, type of work etc., unlike standardized products. Different customers can get different experience for exactly the same service used.





INTANGIBILITY OF SERVICES

Lead To Customers:

- 1 Have difficulty in evaluating competing services
- 2 perceiving high level of risk
- 3 placing great emphasis on personal information source
- 4 using prices as basis of assessing quality

Result in Management response through:

- 1 reducing service complexity(Process)
- 2 stressing tangible cues (quality accreditation)
- 3 facilitating word of mouth (testimonials, influencers, social media)
- 4 focusing on service quality (guaranteed offers)

Marketing Implications:

- Physical evidence
- Managing word of mouth
- Guaranteed offers
- Brand Image
- Social Media
- Influencers
- KOLs





INSEPARABILITY

Leads to consumers:

- 1 being co producers of the services
- 2 often being co-consumer of the services with other consumers
- 3 often having to travel to the point of service production

Result in Management through :

- 1 attempts to separate production and consumption
- 2 Management of consumer-producer interaction
- 3 improvement of service delivery system

Marketing Implications:

- 1 Create a enjoyable Journey
- 2 Satisfaction Survey
- 3 Technology based service





PRINCIPLE OF SERVICE MARKETING

- ▶ Services impact customers more directly than products do
- ▶ Marketing of services has to be more deliberate and considered
- ▶ Service provider has to carefully audit his resources and competencies
- ▶ Positioning must be razor sharp
- ▶ Services more intractable than products
- ▶ Service provider must define service very precisely and also design the appropriate service-product mix
- ▶ Promotion more challenging due to intangible nature of services
- ▶ Same basic service can be provided in vastly different service facilities providing different levels of amenities and luxuries

CHALLENGES IN SERVICE MARKETING

- ▶ Giving a feel for the “product”
- ▶ Managing Demand Fluctuations
- ▶ Maintaining Quality
- ▶ Cost Control
- ▶ Attitudinal block in using proven marketing principles in service marketing

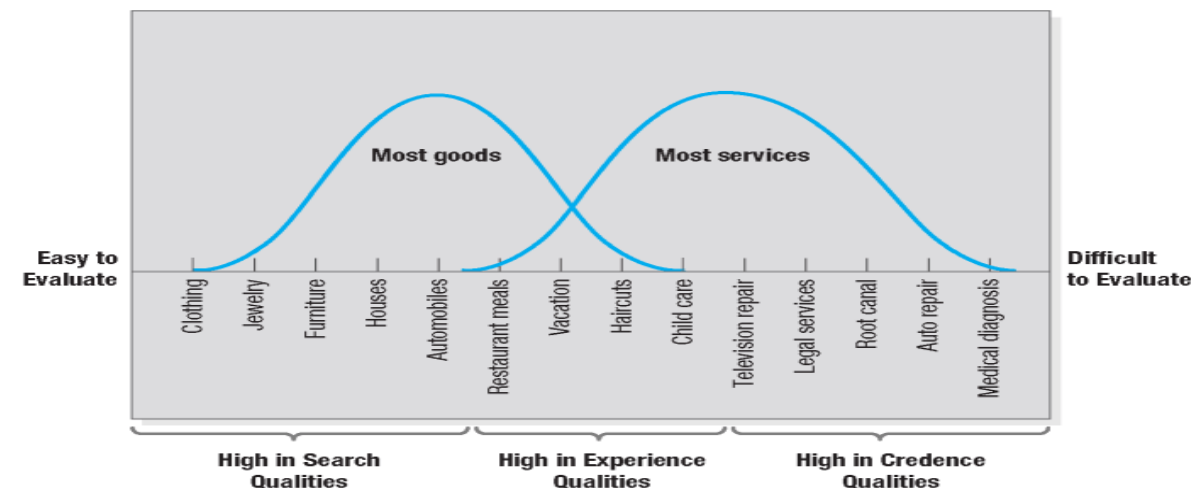
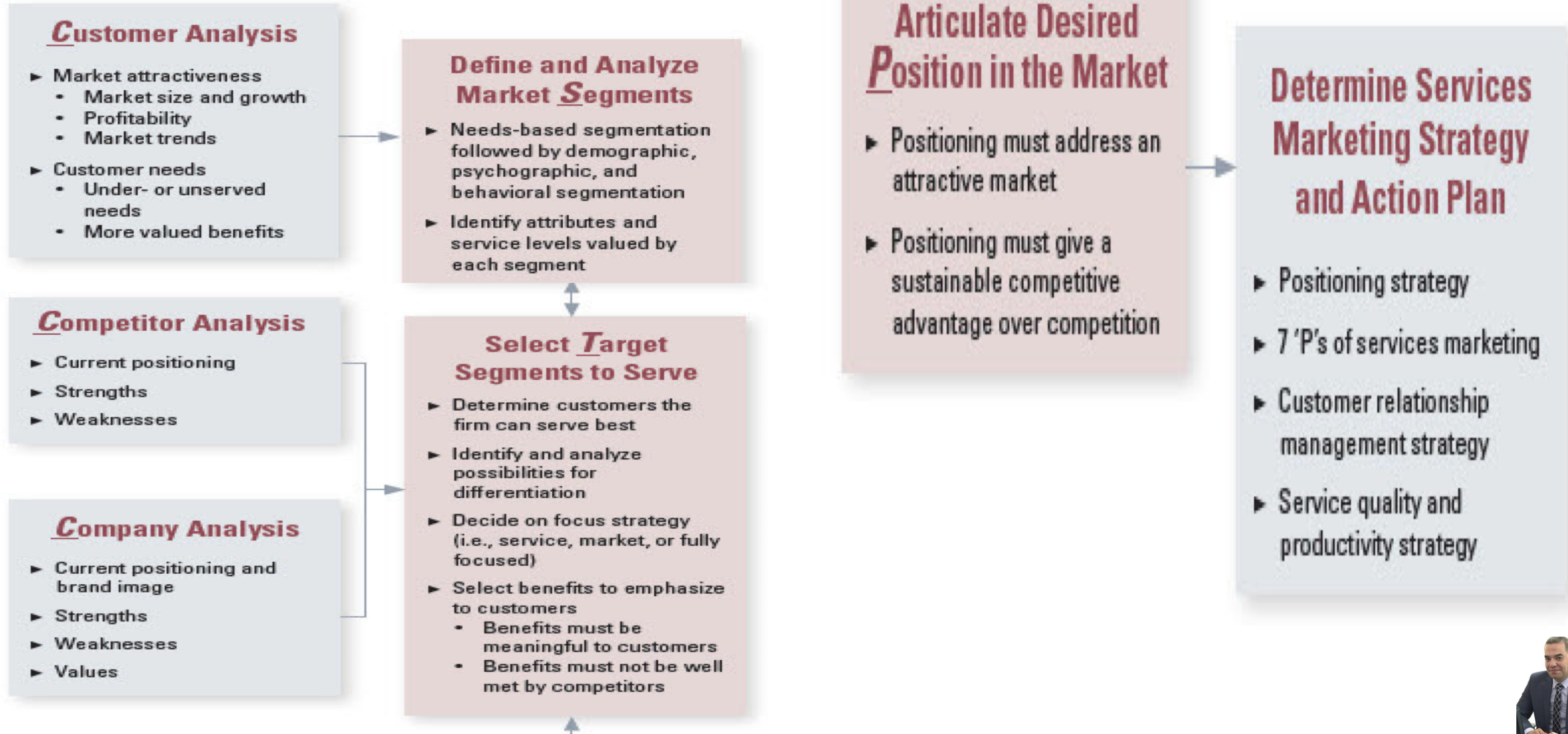


Figure 1: Developing a services marketing positioning strategy





THE SERVICES MARKETING MIX



What are the 7 Ps of Marketing?



PROMOTION

- ▶ Intangible elements of service may be difficult to communicate
- ▶ Sales people should develop lists of satisfied customers to be used in reference selling (teasers)
- ▶ Word of mouth is critical to success
- ▶ Acknowledge the dominant role of personal influence in the choice process and stimulate word of mouth communication
- ▶ Persuade satisfied customers to inform others of their satisfaction
- ▶ Develop materials that customers can pass on to others
- ▶ Target opinion leaders in its advertising campaign
- ▶ Encourage potential customers to talk to current customers
- ▶ Communication should also be targeted at employees

PRICING

- ▶ Cost-plus pricing for services.

Cost of product plus a percentage mark-up.

- ▶ Demand-based pricing of services.

The price customers are likely to be prepared to pay.

- ▶ Competition-based pricing of service.

What other suppliers are charging for the same type of product.



Alameda

مستشفيات دار الفؤاد
Dar Al Fouad Hospitals
٦ أكتوبر

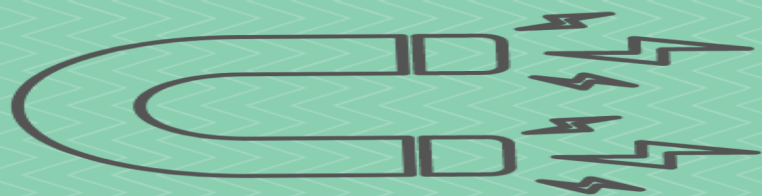
**جراحات القلب والصدر
الآن بالتقسيط**

برامج تقسيط متنوعة حتى ٣٦ شهر	مقدم قوائد 0% بالتقسيط على ٦ شهور
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بالتعاون مع **وسيلة**.

01157606771 16370
اتصل بنا





INBOUND MARKETING

**Targeted content designed
for specific audiences**

**Informative content in the
form of blogs, social media
posts, webinars, etc.**

**Easy to measure campaign
success with digital
marketing software**

**Requires more
maintenance and effort
to be successful**



OUTBOUND MARKETING

**Generic content
delivered to the masses
with no customization**

**Display ads via
online, direct mail, TV,
billboards, etc.**

**Can be difficult to
measure campaign
success**

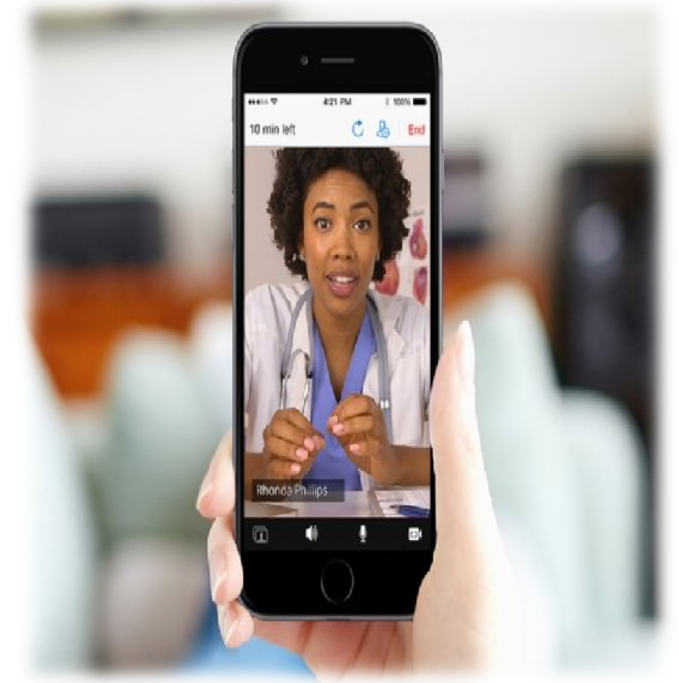
**Can be challenging
to make content
personalized**





PLACE

- ▶ Distribution channels for services are more direct
- ▶ Production and consumption is simultaneous
- ▶ New technologies permit service companies to provide services without customers coming to their facility
- ▶ Nature Of Service determine facilities





PEOPLE

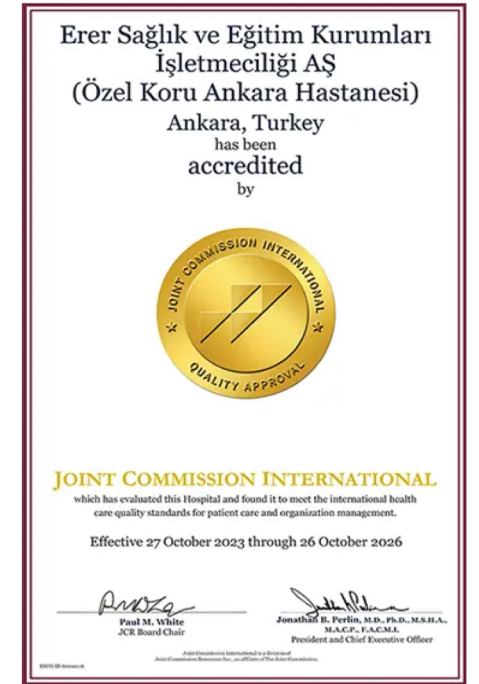
- ▶ Service quality is inseparable from quality of service providers
- ▶ Set standards to improve quality of service provided by employees and monitor their performance
- ▶ Training of employees crucial
- ▶ Adopt a customer-first attitude than putting own convenience first
- ▶ Employees of service organizations have to be adept in multiple roles
- ▶ Have empathy to judge the service requirement and mood of the customer
- ▶ Examine the role played by customers in service environment
- ▶ Seek to eliminate harmful interactions





PHYSICAL EVIDENCE

- ▶ The environment in which the service is delivered
- ▶ Includes any tangible goods that facilitate the performance and communication of the service
- ▶ Strengthen cues that customers search for to judge the quality of services
- ▶ Uniforms and Employee Look





PROCESS

- ▶ Procedures, mechanisms and flow of activities by which a service is delivered to customers
- ▶ Process and its visibility are both important for customers
- ▶ Process should be employed only when it is required to provide a service and not because customers have come to expect it

Care Pathway Patient Journey Map Template



ARRIVAL

Insert your desired text here. This is a sample text.

ASSESSMENT

Insert your desired text here. This is a sample text.

CARE

Insert your desired text here. This is a sample text.

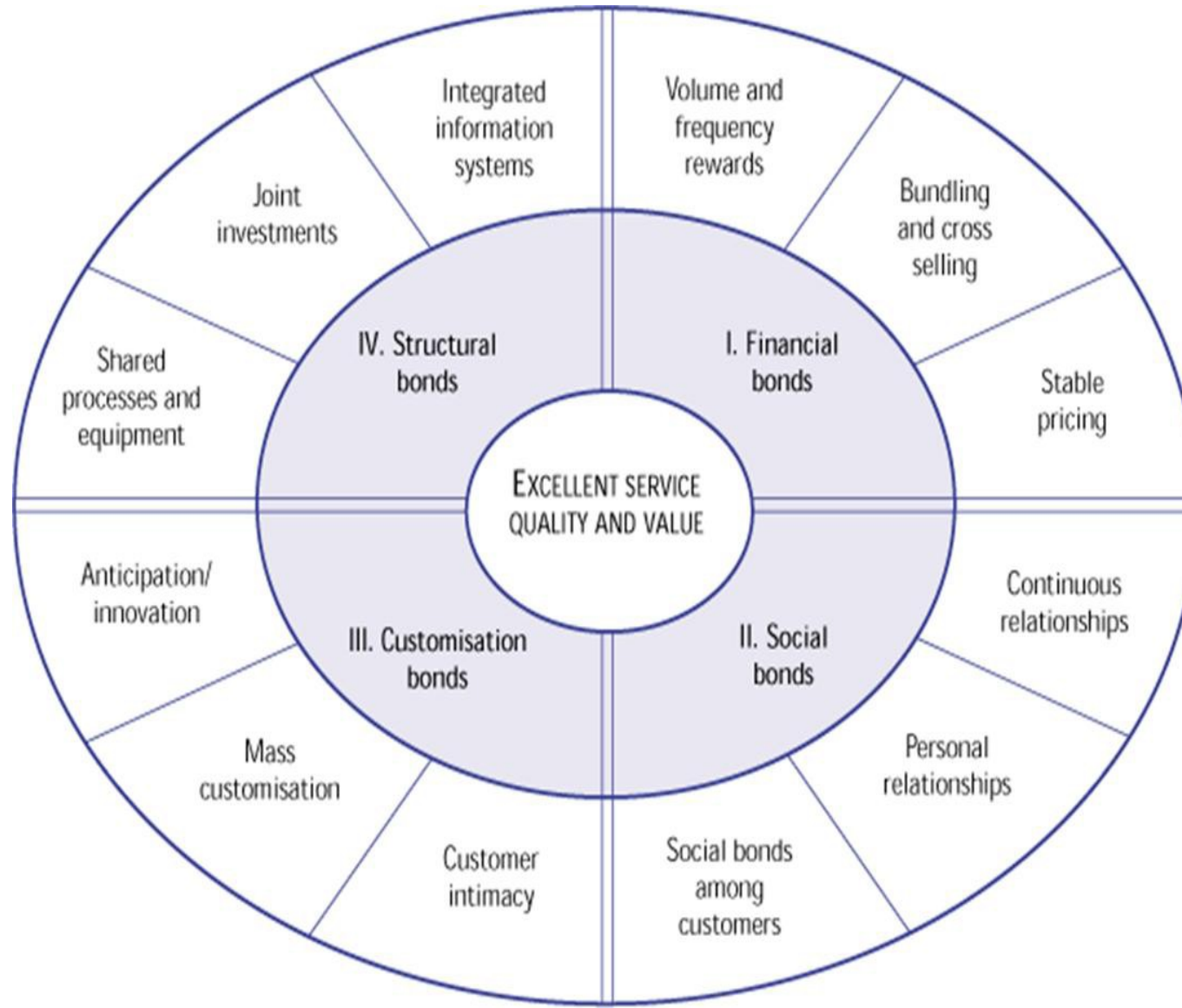
OUTCOME

Insert your desired text here.





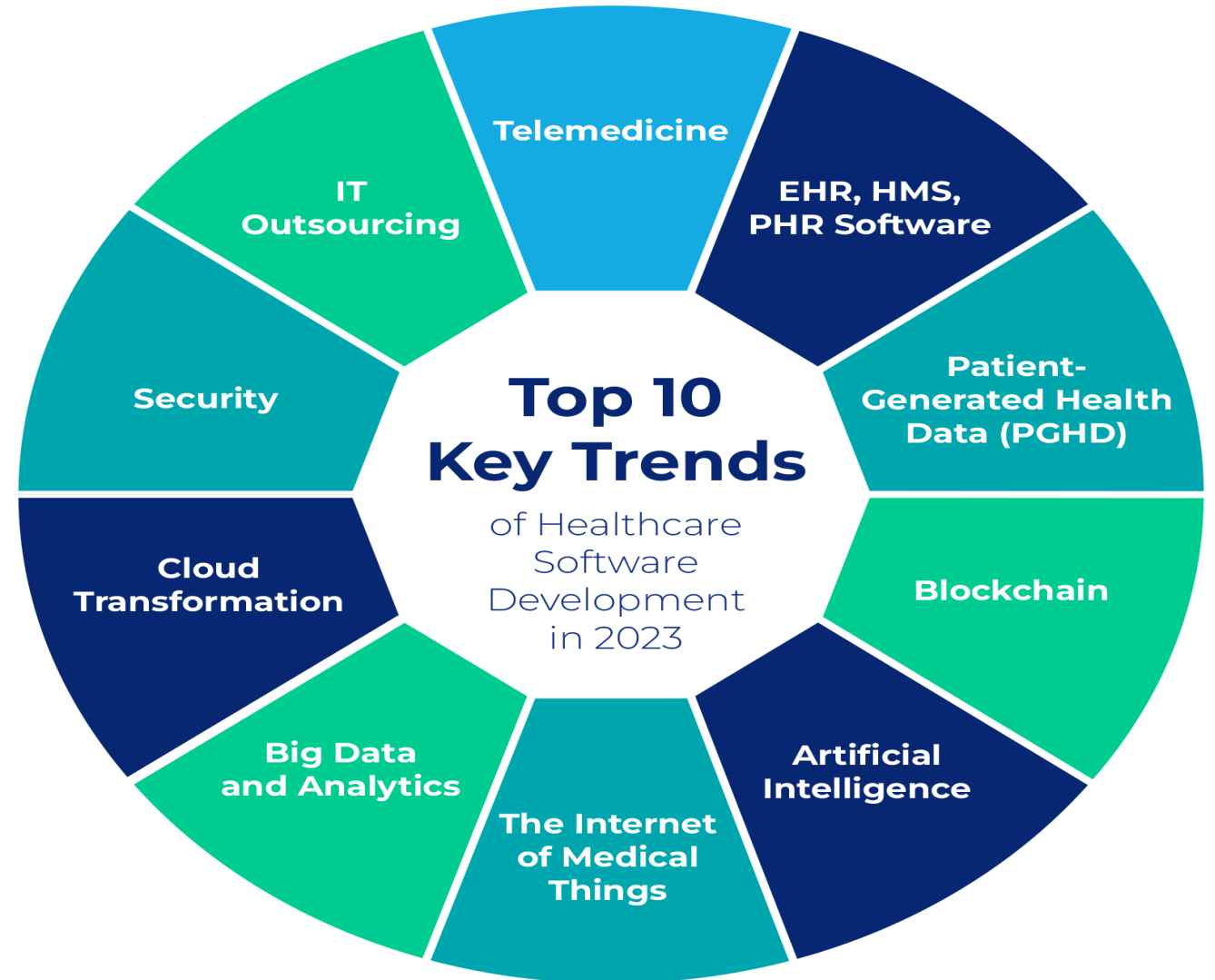
LEVELS OF RETENTION STRATEGIES





TRENDS IN HEALTHCARE (2024)

- ✓ **Artificial Intelligence**
- ✓ **Internet of Medical Things**
- ✓ **Telemedicine**
- ✓ **Big Data & Analytics**
- ✓ **Immersive Technology**
- ✓ **Mobile Health**
- ✓ **3D Printing**
- ✓ **Blockchain**
- ✓ **Cloud Computing**
- ✓ **Genomics**



Q & A



THANK YOU





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