

# **EMERGING ISSUES IN HEALTH CARE MARKETING**



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**EMERGING ISSUES IN HEALTH CARE  
MARKETING**

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**PREFACE**

Health care industry plays a vital role in the development of nations economy good health is a Crucial part of well being and investment in health contribute directly to nations economic growth. The outcome of improved health leads to increased productivity and reduced absenteeism at work place. Health care, as an industry, currently faces threats and opportunities Technological advances coupled with rising needs of people created demand for new services. The Health care industry today is facing three C's-Competition, Consolidation and Consumerism.

Industry watches say that hospitals are seen to be a long gestation business, hence providers are trying to obtain return on investment through rudimentary practices. Health Care Marketing, yet had not received attention from scholars and policy makers. The success of an hospital requires definite action plan for promoting and communicating integrated package of services offered to people.

In view of the above, an attempt has been made to bring out a book through a one day National Seminar on "Emerging Issues in Health Care Marketing". The selected papers presented in the seminar are edited and presented in this book. This book focuses on articles contributed by resource persons, professors, associate professors, faculty members and research scholars of various universities and colleges.

We thank Rev. Dr. Danis Ponniah., S.J. Rector, Rev. Fr. Jesu Michael Das., S.J. Secretary and Rev. Dr. V. Gilbert Camillus., S.J. Principal, Dr. V.S. Joseph Albert, Deputy Principal (Shift – II) of St. Xavier's College (Autonomous), Palayamkottai for their encouragement and support.

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Dr. C. Eugene Franco

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- It is clear that High Fees stands first due to their highest mean value. Also they are the most influential factors followed by Lack of New technology and equipment, No proper consulting time, Poor relationship with patient, Unhygienic Environment, Absence of lab facilities, Poor Diagnosis, No proper Consulting time, Lack of canteen Facilities, No operation theatre and No quick process in paying bill.

#### **Suggestions:**

- The providers of hospital service are expected to be transparent as regards the medical treatment given to the patients.
- The hospitals should see that the fees charged for providing healthcare services is reasonable and affordable to the clients concerned.
- Patients should be treated with respect, dignity and with due consideration.
- It is suggested that the providers have to have adequate and necessary lab facilities at their hospitals.
- It is also suggested that the providers of health care service should pay due focus on keeping their hospital environment clean and neat.

#### **Conclusion:**

In the present day, private hospitals have become highly competitive in marketing their services to the public. Further, the ever increasing number of private hospital poses a severe threat to private profit-making hospitals. It is also being witnessed that there is an inconsistency in patient turnout at certain private hospitals. Moreover, the study also indicates that sample patient respondents have only moderate and slight attitude towards various aspects of healthcare services provided by the private hospitals. The researcher hopes that the findings of the study would help to know about the patients' perspective. Despite the above mentioned fruits of this research endeavor, the researcher is not fully contented with the study due to its own inherent and inevitable limitations. Therefore, it is concluded that providing quality health care service at an affordable cost has become not only the need of the hour but also the order of the day.

## **“Consumer preference towards Health Care Products” – An Analytical Approach.**

### **INTRODUCTION**

**Health** is the level of functional or metabolic efficiency of a living organism. In humans it is the ability of individuals or communities to adapt and self-manage when facing physical, mental or social challenges. The World Health Organization (WHO) defined health in its broader sense in its 1948 constitution as "a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity."

**Health care** is the diagnosis, treatment, and prevention of disease, illness, injury, and other physical and mental impairments in human beings. Health care is conventionally regarded as an important determinant in promoting the general physical and mental health and well-being of people around the world. Competition in health care markets benefits consumers because it helps contain costs, improve quality, and encourage innovation. Several health care products are invented, developed by many physicians. These products play a vital role in humans' health. Consumer preference towards these products varies based on the desires and needs of the consumers.

### **OBJECTIVE OF THE STUDY**

To analyse consumer preference towards health care products.

### **DATA**

The study includes primary data and it has been collected from 50 respondents on the basis of convenience sampling method.

### **FRAME WORK OF ANALYSIS**

Intensity value, Weighted average method, were used to analyse the data.

#### **Intensity value**

The intensity value was calculated as follows,

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