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New methods for improving techniques in healthcare marketing from hospital centers

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Healthcare marketing has a role in developing and designing products and services, this is used to make a dynamic connection between patients and health organizations in a socio-economic environment that lead to higher satisfaction in terms of consumer health needs. Lately, there have been improvements in the fields approach to healthcare marketing techniques and we see this during medical procedures were the patients experience when a wide range of events connect patients to the medical staff. A transparent curative strategy is nowadays a best practice for hospitals to adopt this more and more being the case to approach a position of influence that dictate the attitudes, the expectations and medical decisions of a patient. Proactive patients believe that higher level care of medicine starts with prevention and these patients are the likely subjects that prefer medical information found in advertising promotional material that touch of the subject of prevention. More than 60 percent of healthcare assistance starts with searching online for medical information in order to select a clinical center. This pattern has also led to the formation of multiple specialized teams in these clinical centers to treat specific patient needs. This has been the main factor that causes intense competition among different medical centers. Beyond the technological advances that help patients to use the wide range of methods to find ample health information, it is necessary to improve centralize iterate on the data from the medical centers, which is achieved through the development of healthcare marketing techniques.

Biography

Marinela Filofteia Hostiu has done her PhD from the University of Medicine and Pharmacy "Carol Davila" Bucharest, Romania. She is a Medical Resident in the Field of Orthopedics and Traumatology. She has published more than 10 papers in reputed journals and has been serving as a Junior Editorial on the Board of the Romanian Distribution Magazine in association with the Romanian Distribution Committee.

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