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The perspectives of patients with type 2 diabetes mellitus on marketing mix elements in primary health care: a quantitative study from Lithuania¹Aida Budrevičiūtė, ¹Ramunė Kalėdienė, ¹Renata Paukštaitienė, ²Liudmila Bagdonienė, ¹Mindaugas Stankas, ¹Leonas Valius,¹Department of Health Management, Faculty of Public Health, Medical Academy, Lithuanian University of Health Sciences, Lithuania²Sustainable Management Research Group, School of Economics and Business, Kaunas University of Technology, Lithuania.

Background. A competitive advantage in health care institutions can be cultivated by marketing activities and value creation for patients with chronic diseases in primary health care.

Aim of the study. To explore the perspectives of patients with type 2 diabetes mellitus on marketing mix elements in the primary health care institutions of Lithuania.

Materials and methods. The design of the national study was based on a survey of patients with T2DM that was conducted after consultation with a family physician in primary health care institutions in Lithuania.

Results. The occupation of respondents with T2DM ($r = 0.151$, $p = 0.009$) and affiliation to primary health care institution ($r = 0.091$, $p = 0.040$) statistically positively affect the marketing mix element of "Price." The marketing mix elements of "Promotion" and "People" do not statistically significantly depend on the sociodemographic characteristics of the respondents. Only a weak correlation between the sociodemographic characteristics of the respondents and the marketing element of "Place" was found. The "Process" element is statistically significantly more relevant to patients with an average monthly income of €350 ($r = 0.104$, $p = 0.019$). The element of "Physical evidence" is more statistically significantly related to respondents with an average monthly income of €350 ($r = 0.092$, $p = 0.038$).

Conclusions. Marketing mix analysis provides information about patients' expectations of primary health care services and identifies areas of improvement for the health services provided by primary health care institutions.

Biography

Aida Budrevičiūtė completed her PhD in Public health at Lithuanian University of Health Sciences. She is the Development director of BIYOMA. She has published more than 10 papers in reputed journals and presented the results of dissertation at scientific conferences. Her scientific interests are competitiveness, value creation, type 2 diabetes mellitus, primary health care.

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