

HEALTH CARE SERVICE MARKETING

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Who are the customers in a hospital?

Patients

Family members

Referral Doctors

Suppliers

Employees

Who is the key customer in the hospital?

What is patient satisfaction?

- Patient Satisfaction is “**hospital services and its perception by the patient**” minus “**patient expectations**”
 - 0 = Patient Satisfied
 - = Patient Dissatisfied
 - + = Patient Delighted
- Patient satisfaction measures need to be developed from the patients perspective
- Patients are becoming better informed
- Involve patients for making improvements
- Patient satisfaction is not **Static** but **Dynamic**

Patient Expectations

- **Good Medical Care**
- **Good Nursing Care**
- **Less Waiting Time**
- **Excellent Hospitality**
- **Personal Attention**
- **Courteous Behavior**
- **Affordable Charges**
- **Cleanliness**
- **Good Coordination**
- **Cooperation among the Staff**
- **Discipline**
- **Communication & Information**
- **Transparency in charges and procedures**

Why customer satisfaction?

- **Health care is generally becoming competitive**
- **Providers must not only maintain high clinical standards but also service that satisfies the patients**
- **To meet the dual challenge, providers must have an understanding of what constitutes both clinical excellence and customer satisfaction**

What is Service Marketing?

- **Examples:** Defense, Postal, Education, health, Religious Services, Hospitals, Airlines, Hotels, Law Firms, Entertainment, etc
- **Definition:** 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

Eye Care-Why do we need to do service marketing?

Perspective

- **Public Health**
- **Programme Perspective**
- **Sustainability**

Public Health Perspective:

- **Increasing backlog of Blindness**
- **Low levels of eye care services – e.g. CSR in the Region varies from 500 to 3,500**
- **Crucial to reduce the blindness rate**
- **High geographic & gender disparities both in the coverage of service as well as in the quality of eye care.**
- **Demographic transition issues**
- **Commitment to VISION 2020–The Global Initiative**

Programme Perspective

- Rising costs of equipments & other resources
- Need to have economies of scale (lower fixed costs) to sustain
- Increase resource utilization due to scarcity
- Availability and Affordability of eye services
- Make eye care programme effective and efficient
- New services coming to the forefront

Sustainability Perspective

- **Increasing patient awareness and technology acceptance**
- **Government as well as the voluntary sector is under increasing pressure to meet costs.**
- **International NGO's support for operating expenses have lowered.**
- **Developing a differential price mechanism and other strategies to become self-sufficient through user fees and attracting paying patients.**
- **Private practitioners have also recognised that goodwill of the community increases their clientele.**

Services

Unique characteristic - 1

INTANGIBILITY

Customer is unable to
experience the 'product' prior
to 'purchase'

Services

Unique characteristic - 2

PERISHABILITY

Can't be stored

Services

Unique characteristic - 3

INSEPERABILITY

**Production & consumption
happen at the same place and
cannot be separated**

Services

Unique characteristic - 4

VARIABILITY

- **Difficulty in establishing consistency in quality**
 - **across Providers or within providers**
 - **across Time**
 - **across Delivery Centers**

Challenges in Service Marketing

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

Factors that promote Demand

- Availability Perspective

- **Services are available for longer or convenient hours**
- **Patients are provided information through Brochures, Publicity, etc on services available**
- **Services are reliable and offered promptly**
- **Required equipment are available**
- **Patient friendly Systems & Procedures**

Factors that promote Demand

- Accessibility Perspective

- **Good public transportation**
- **Centrally located**
- **Outreach Programs to reach out to the Rural People**

Factors that promote Demand

- Affordability Perspective

- **Standard pricing structure**
- **Charges affordable by most of the people in the Community**
- **Transparency in Patient Fees – no hidden charges**
- **Simple procedure for getting free/subsidized care**

Factors that increase Demand

- Promotion Avenues

- **Structured approach with designated staff**
- **Good Rapport with Community**
- **Publicity through different media**
- **Promotion at Outreach activities**
- **Meetings/seminars for other doctors**
- **Developing a referral network**
- **Promotion through satisfied patients**
- **Industrial tie-up for routine examination of their employees**

Factors that affect Demand

- Attitude Perspective

Reasons for Low Demand:

- Sophisticated technology will automatically trigger demand
- Belief that patients, if need eye care, will definitely come to us
- Providing Service as per Providers' Convenience
- Systems & Procedures are not patient friendly
- Gap between Patients' Expectations & Providers' Perception
- Lack of patient orientation

Factors that promote Demand

- Quality Perspective

- **Skilled Doctor & other staff**
- **Standard Clinical Protocol**
- **Good Administrative System & Procedures**
- **Courtesy & Politeness**
- **Proper Explanation**
- **Clean environment and comforts meeting or exceeding expectations**
- **Systems to monitor clinical outcomes & Patient satisfaction**

Factors that promote Demand

- to the Rural areas & the poor

Reasons for Low Demand:

- No one to Escort
- Fear of Surgery
- Ignorance
- No desire for surgery
- No time for Surgery
- No money for surgery

Promoting Demand:

- Counseling to build confidence that Staff will take care
- Health education
- Explain benefits
- Free Transport/Food
- Free/subsidized Surgery



