

PRESCRIPTION FOR SUCCESS: INNOVATIVE MARKETING STRATEGIES IN THE MEDICAL INDUSTRY

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ABSTRACT

There has been a deluge of innovation in healthcare with the goals of improving healthcare efficiency and cost-effectiveness, expanding diagnostic and treatment choices, increasing life expectancy, and improving quality of life. At their own "moments of truth," healthcare firms are starting to think differently about their clients. In response to factors like as competition, health reform, consumer expectations, and the bottom line, agile organizations are expanding their customer relationships beyond simple transactions and engaging their patients. Several non-healthcare service sectors are influencing how and what consumers anticipate from healthcare providers. Consumers in the modern day who are comfortable with technology are more likely to do their research before choosing a doctor, learning about treatment alternatives, and making important decisions about their health. With targeted marketing, we can also personalize messages for members at different points in their journey. To comprehend the marketing tactics that have been successful in other sectors and to ascertain whether or not these strategies may be applied to the healthcare model, this article will examine various industries. To attract new patients, we have studied the market to determine what people want and need, and then we have highlighted the advantages of our healthcare services in a way that would make them happy and loyal.

Keywords: Innovation, Strategies, Healthcare

I. INTRODUCTION

The pursuit of answers to the myriad of long-term societal concerns that have plagued human civilization from prehistoric times is nothing new. Problems with poverty, the environment, and safeguarding people's health exist there. Lifestyle illnesses including heart disease, cancer, diabetes, obesity, airway diseases, neurological disorders, allergies, and HIV/AIDS are now the most talked about topics. The development of tumorous disorders has become worrying recently, and this category is particularly important. Among these disorders, breast cancer is among the most common. So far, the origins of breast cancer remain a mystery. The risk factors, nevertheless, are well-known. In her analysis of breast cancer risk factors, Bella [1] classified them into two categories: 1) age, hereditary tumors, benign tumors, menopause, and other predisposing factors; 2) modifiable factors, including diet, exercise, alcohol usage, hormone replacement therapy, socioeconomic status, and geographic location. Within the realm of controllable risk factors, there is a great deal of room for their eradication by sufficient knowledge, instruction, and incentive to avoid them. A whole new subfield of advertising known as "social marketing" emerged just for this reason. The traditional marketing tenets of maximization of profit, enhancement of product design, and minimization of

expenditure are not central to social marketing. It aims to influence the beliefs, values, and perspectives of people, lawmakers, and whole social groups by highlighting social issues and their eradication via the use of commercial marketing-style tools, tactics, and procedures. Even now, there is value in using time-tested advertising strategies. But they aren't as telling as other forms of advertising. Researchers, like marketers, frequently face formidable challenges when trying to collect the exact, high-quality data they need due to the delicate nature of the issue and the ethical considerations involved. Using research methodologies referred to as neuromarketing in the field of marketing instead of the more conventional ways might solve this problem. Neuromarketing is an emerging field that uses brain activity monitoring to study how individuals respond to certain marketing stimuli. It provides novel approaches to analysis that may one day reveal previously inaccessible details about the human mind. The neural and physiological mechanisms that underlie behaviors like excitement, reward, and attention may be better understood with this information. The quest for a better understanding of human knowledge and behaviour has recently received a lot of attention. That made it easier for the fields of biology and sociology to start working together. Numerous fields in management, biology, psychology, and sociology have made significant strides because of the collaborative research of social and biological scientists. Thanks to the work of neuroeconomics and neurological scientists studying decision-making, we now have a better theoretical understanding of how humans make decisions by taking into account both their unique preferences and the neuronal process that underpins them. [2].

II. LITERATURE REVIEW

Innovative techniques and ways of treating contemporary social concerns are required because of the increasing dynamism of societal processes. These approaches and ways of acting go beyond the frames of normal patterns of thought. Social innovations are becoming the centre of interest. Inventions in new groups, instruments, and approaches are on-going. They bring attention to the proposed change, disseminate information about it, and rally support for the proposed ideas. The understanding that social changes are an integral component of the dynamics of society's evolution and the new dynamics of the environment have given the social dimension a fresh perspective. A social innovation adaption plan is required if the social transformation is long-lasting. By providing fresh perspectives on pressing societal issues, social innovations improve people's quality of life and shed light on previously unanswered challenges. Public and private sector viewpoints are necessary for socially innovative solutions to be successful [3].

There is a wide range of current social innovations, such as new ideas and solutions, and methods for putting them into practice. Frequently, they may pertain to healthcare [4, 5] or food safety [6]. Castro-Arroyave et al. [7], McCarthy et al. [8], and Grindell et al. [9] are addressing the subject of social innovations within the preventative problem. Still, getting certain demographics to take action and work together to address societal issues is no picnic. It takes a process of process planning—consisting of research into target groups, the decision of strategy or strategies to attain social objectives, and assessment of the applied processes—to fulfil a vision of widespread societal relevance. It is well-known that marketing is an effective technique for encouraging desired societal changes and behaviors among certain demographics. For the last half-century, entrepreneurs have been using the marketing mix to bring about social breakthroughs [10] in a variety of fields and communities by encouraging positive behavioural shifts. Over time, a new marketing strategy emerged, known as social marketing. This approach involves coordinated group initiatives that rely on marketing theory and practice to encourage certain behaviors among certain demographics. In addition to the usual tools and traits for social marketing, bringing about the desired shift in perspective, attitude, practice, or social behaviour introduces additional ones. Plus, when used together, they manage intricate,

desired social change that has economic and/or political overtones, often within constrained contexts. Several literary works define social marketing and highlight its potential applications. Its proximity to more conventional forms of advertising was once its selling point. Andreasen [11] said that social marketing, in its formative years in the 1970s, was using marketing knowledge, ideas, and tactics to achieve economic and social objectives. Marketing tactics, choices, and actions as well as their societal impacts were also covered.

The term "social marketing" has been used to describe a specific subset of advertising since the 1970s. A social marketing program wasn't even in the works when the first social promotions were launched. People are still using social marketing initiatives, even if the nature and severity of societal changes are evolving. Family planning, tobacco, and HIV/AIDS were the first targets of social marketing initiatives. Nope. They include supplementary initiatives to save the environment, aid communities, and promote public health. Because of this, their financial situation has improved in recent years (Lee and Kotler, 2020). When it comes to health and its preservation, social marketing is a method and instrument that is used very often. The first programs primarily aimed to combat smoking and HIV/AIDS, as previously stated. Their current applicability extends to any health-related setting, with the most recent hot topics being nutrition [12], mental health [13], the health of the elderly [14], and the problem of prescription medications [15]. In a similar vein, novel marketing strategies, including social media campaigns, were essential in combating the current COVID-19 outbreak [16].

By using neuromarketing techniques, scientists can pick up on signals and decipher mental operations. Simultaneously, individuals are asked to do certain activities or encounter marketing stimuli to shed light on the relationship between the neurological system and human behaviour. In addition, with the right kind of technology, it's feasible to use automated systems to forecast consumer tastes while developing social media marketing campaigns. When discussing sensitive subjects like breast cancer in women, issues of intimacy and trust may become quite problematic. But if social campaigns were well-targeted, people's actions would improve, leading to a more desired societal transformation. Appropriate neuromarketing research may provide results, most notably in the areas of trust and information precision. What follows is an explanation of the fundamental neuromarketing techniques that might be used for establishing social marketing campaigns. Methods for recording respondents' biometric responses, such as eye-tracking, electroencephalograph (EEG), and functional magnetic resonance imaging (fMRI) of brain activity, are listed from most to least intrusive. In social marketing, biometric answers could provide more accurate results than more human-prone surveys. Equipment that records metabolic activity, brain electric activity, and those that do not record brain electric activity were the three categories of equipment used in neuromarketing research, according to the authors. As far as social marketing research methods go, eye-tracking is the most non-invasive option. Changes in pupil size might be measured by the gadget that follows the direction of respondents' gaze. Using patterns of infrared light reflected by the cornea during ordinary eye movements, modern eye-tracking technologies utilize specialized sensors to determine the direction of gaze [17]. Mobile eye-tracking is now possible even when we're not in a controlled environment, thanks to sensors that may be embedded in glasses or put on a table top [18]. One must be able to cognitively and visually comprehend all signals directed by their eyes to do eye-tracking. It would seem that eye-tracking is a valid method for gauging visual attention. In addition to providing data in real-time, the gadget is portable and easy to use [19]. With the use of eye-tracking technology, researchers can determine which aspects of marketing materials and campaign information are most appealing to certain people. They might provide light on how customers take in data and under what circumstances all accessible

data is useful. This approach might be used in outpatient clinic facilities, where the patient is closely observed in response to visual stimuli.

A more intrusive technique than eye-tracking is electroencephalography (EEG). But it's better for social marketing implementation in terms of the amount of accessible valid data. Electroencephalography (EEG) is a method for gauging brain activity that involves placing electrodes on a person's scalp to record their electrical impulses [20]. "The EEG signal has a high temporal definition in milliseconds, allowing it to precisely identify changes in brain activity due to quick stimulus changes [21], but it can only detect surface cortical activity." To gauge customers' level of interest in a particular subject or the efficacy of advertising campaigns, EEG has been used in studies that have focused on marketing stimuli. One component of the circuit involved in happy emotions is the left portion of the frontal cerebral cortex. This region of the brain causes us to gravitate towards stimuli that we regard as favourable. One important part of the circuit that processes negative emotions is the one on the right side. This approach broadens the scope of operation by including the domain of emotional appraisal, in contrast to eye-tracking. The first eye-tracking technique could visually identify the ROI. However, it was unable to determine with any degree of certainty whether it produced a favourable or unfavourable response from the responder. Here, the EEG approach shines since it can tell whether the stimulus is good or bad, which is useful for evaluating social marketing appropriately.

III. USE OF MEDICAL VENDING MACHINES IN HEALTHCARE SECTOR

Several public locations, including metro stations, have plenty of vending machines selling goods. Public transportation hubs, train stations, airports, and outpost clinics may all benefit from medical vending machines. Mini first aid kits may be found in the vending machine. These kits include things like bandages, antiseptic solutions, cotton bowls, pain reliever pills, over-the-counter syrup, infant care items, and more. The future of health care may lie in self-service kiosks that dispense medications. Consumers should be allowed to self-screen and receive some drugs that presently need prescriptions via patient kiosks or other technologies. "This was discussed at recent public hearings conducted by the US Food and Drug Administration (FDA)." The Food and Drug Administration is only beginning to think about this possibility [22]. Clinicians and patients alike are increasingly turning to self-service kiosks for vitals monitoring, appointment check-in, and health education. Dispensing systems for prescription medications "are the next logical step toward more accessible medical treatment. Medical The United Kingdom is about to launch a pilot program for a vending machine that will provide access to medications 24/7. The government and health department of the United Kingdom have helped fund their entry to the country. An institution in the United Kingdom will evaluate the experiment that uses this equipment at hospitals around the country. Its advanced technology allows it to deliver medications without regard to their packaging, temperature, or number. For security reasons, it is encased in plate steel and fastened to a concrete base. In Canada, where the government is implementing significant measures to reduce the expense of medical prescriptions, the devices are now being tested. One supplier, however, created a vending machine system that does not remove the pharmacist from the process or enable patients to self-diagnose; these are two of the main obstacles that the FDA is currently encountering when attempting to implement similar technology. This stands in contrast to the majority of kiosk manufacturers who are attempting to break into this new industry. Through the self-service system, customers may get their medication whenever it is most convenient for them by scanning their index finger and swiping their permission card. A lockbox door opens; granting the patient access to their medication after their identification has been confirmed [23].

IV. EFFECTIVE MARKETING STRATEGY BY WOM (WORD OF MOUTH)

These days, in the Web 2.0 age, people may learn everything about a company's goods and services with the use of readily accessible media and resources. With the availability of product or service suggestions on social media or the web, this convenience removes the constraints of place and time. Online word-of-mouth refers to this idea [24]. Researchers and practitioners in the past have acknowledged word-of-mouth (WOM) as a powerful tool for spreading information [25].

The impact of word-of-mouth (WOM) on the healthcare business is intriguing to see, despite the extensive research on WOM in other service industries. Gombeski et al. [26] conducted the research. New patients are more likely to be attracted by WOM which is prompted by marketing as opposed to WOM which is not. Word-of-mouth plays a role in deciding which hospitals new patients will attend. They discovered several elements that prospective patients considered while deciding on a medical centre. They said that people would choose the medical centre after perusing pamphlets, watching health events, reading news articles, and researching online. In addition, they were more likely to pay attention to what other people (co-workers, family, and friends) had to say, research the measures carried out by an organization, seek out recommendations from prior patients, and get references from other medical experts.

Word of mouth from family members who work for the company is significantly more powerful than word of mouth from patients who have had indifferent experiences, which may increase confidence [27]. Relationship marketing and word-of-mouth (WOM) are important factors in patients' intentions to return, according to research by Mohd Isa et al. [28]. Increasing consumer engagement to establish an emotional connection is the primary goal of relationship marketing. By developing a deep connection with the patient on an emotional level, you may increase the likelihood that they will return for future visits and perhaps inspire them to spread the word to their friends and family.

Han and Hyun [29] state that fair service rates may successfully alter patients' views of trust and satisfaction, which might lead to an expansion of the market and an increase in patient trust, particularly on a global scale. Patients will be motivated to share their knowledge with others via word of mouth and networking. Previous study lends credence to this idea by stating that customer satisfaction is achieved when outcomes meet or exceed expectations. As a result of their happiness, patients will buy the product and service again, which increases good word-of-mouth advertising. Recommendations are one manifestation of positive word-of-mouth (WOM).

International organizations like ISO, AC (Accreditation Canada), and JCI (Joint Commission International) all play a role in boosting patient trust across the world. In the research conducted by Hyder et al. [30], the hospitals Alpha, Beta, and Gama may be used as comparison points. Their hospitals and clinics for specialists are state-of-the-art compared to those in Asia. The fact that their patients include both locals and foreigners should come as no surprise.

V. EFFECTIVE MARKETING STRATEGY BY INTERNET MARKETING

In today's digital age, health organizations that want to boost demand for their services must have values that set them apart from the competition. The demand for the organization's services might increase as a result of social media's ability to help it grow and attract new clients and patients [31]. John did some study on the topic of using social media to increase the reach of advertisements [32]. In his research, he uncovered evidence of medical tourism in Asia being advertised on social media. Ultimately, he discovered that

Facebook remained the most popular social networking platform in four nations: Malaysia, Singapore, India, and Thailand.

From the perspective of the patient, social media is important for three primary reasons: first, to educate people about health issues; second, to connect them with other people who are going through the same things; and third, to provide information about their health conditions [33]. With this crucial data in hand, social media marketers and event planners may better influence consumers' healthcare facility selections. Making a health education class or establishing social clubs to link individuals with other cancer patients are examples of marketing initiatives. Alternatively, they might plan events to increase awareness of the sickness at hand or to serve as a platform for people to talk about their day-to-day struggles with the illness.

A US research found that when it comes to exchanging health information, stay-at-home moms are more proactive than working women. "People between the ages of 19 and 24, as well as 26 and 34, are more likely to seek out and need health-related information compared to other age groups [34]." A healthcare institution may use this data to personalize the material they share on social media. The social, cultural, and economic circumstances of the community differ, thus study on comparable subjects is still necessary.

Hospital and clinic marketers should not only focus on social media content but also encourage patients to provide beneficial feedback or reviews. When a review or testimonial includes details on the room and restroom facilities, the level of care (compassion, kindness, and empathy), and the communication quality (from physicians, nurses, and staff to patients), it is regarded as valuable. A solid hospital evaluation, according to McCullough and Dodge [35], should focus on the services provided by the facility, including the variety of those services and the state-of-the-art equipment they have.

Hospitals have not yet used websites or social media for interactive communication and advertising. Promoting the hospital's reputation, health education, and staff competence are the main goals of hospitals' social media campaigns. This data suggests that hospitals are more interested in disseminating information than engaging in conversation with potential patients on social media. Consequently, it is important to keep an eye on social media for comments, reviews, and inquiries from potential patients and answer quickly [32]. In extreme cases, the hospital may appoint dedicated personnel to manage the institution's social media accounts.

According to this study, social media may affect hospital revenue. Take Apenteng et al. (2020) as an example. They found that hospitals in the US saw an uptick in income when they started using Facebook. Curiously, this favourable correlation is exclusive to rural hospitals and does not exist in metropolitan hospitals. The fact that word-of-mouth (WOM) information spreads within village communities as a result of user interactions on Facebook material is one probable explanation. People living in rural areas tend to have stronger social networks, which makes it simpler and more effective to spread suggestions and information about hospitals. People living in cities see it differently. Even with the help of social media, villagers remain connected. Nonetheless, more regional or national studies taking into account social, economic, and cultural variations are necessary to confirm these findings.

Social media not only boosts service demand and hospital income, but it also affects the quality of care provided by doctors and nurses. A fascinating discovery was made public by the Mayo Clinic's Department of Orthopaedic Surgery. They found that patients' apprehension about surgery might be alleviated by watching movies that introduce operating rooms and the operation process. Consequently, healthcare facilities must prioritize online marketing strategies, particularly social media campaigns. Social media

marketing has a multiplicative effect on healthcare outcomes, such as lowering preoperative anxiety levels in patients, in addition to boosting demand and revenue. Additional study is needed to strengthen the empirical evidence supporting the assertion. Especially in relationship marketing, when films showcasing the results of medical treatment or nursing care are used to offer medical services, this is the case.

VI. EFFECTIVE MARKETING STRATEGY BY DTCA

Pharmaceutical corporations' attempts to market pharmaceuticals directly to patients, often via media channels, are commonly referred to as DTCA (direct-to-consumer advertising) [36]. There were still benefits and drawbacks to DTCA in earlier research on its use in healthcare. The use of DTCA as a product claim is limited to the United States and New Zealand. Notably, the vast majority of nations do not permit DTCA [37]. "Only DTCA studies were located in the reference group of this review. Patients, especially the elderly, consumers who need health information, and consumers with trouble interpreting information may all benefit from DTCA, according to the review's support group."

It is within the bounds of legality to use the market to improve the hospital's image. However public relations must be reliable sources for patients' information due to stringent rules that prohibit sponsored advertising in hospitals. Particularly in healthcare settings where sponsored advertisements are not allowed, this is the case. Hospital marketing efforts are seen as most fruitful when they focus on community-based activities and health education. But Fischer [38] cautions that hospitals can't rely on ads and promotions as their primary marketing tactic, since patients will just go to another provider. That is why DTCA and other marketing initiatives need to work together.

Typically, advertisements are not meant to promote certain operations but rather to enhance one's reputation and image. The advertising in the study by Kiani et al. [39] stands out, however, since it sets out to do just that—influence patients' choices in treatment. They measure the success of the campaign by comparing it to the spike in demand for the advertised service. Findings demonstrate that DTCA successfully sways potential clients, leading to a rise in the demand for advertised services. Furthermore, according to another research, DTCA may influence patients to choose specialized treatments according to the hospital's professed medical knowledge and offerings.

This DTCA approach may be supplemented by the research of Willis [40]. The impact of DTCA commercials on Arthritis patients' perceptions of their condition and available treatment alternatives was the subject of Willis's investigation. The patients seemed to enjoy the health ads that featured active lifestyles. People with arthritis, including those who have suffered from pain, impairment, joint abnormalities, and other restrictions, are also something they are interested in hearing about.

Additional study is required to fully understand the advantages and disadvantages of DTCA, particularly for those with less education, even though it does provide certain benefits. Countries with high and fair levels of education are still the ones who do the risk and benefit assessments of DTCA.

VII. EFFECTIVE MARKETING STRATEGY BY INTERNAL MARKETING

Using internal marketing strategies in healthcare institutions may enhance the level of service provided. An important part of internal marketing is using workers as a conduit to convey information in an uplifting manner. To better serve their customers, they should try to put themselves in their shoes. Staff members are educated to be proactive in their pursuit of chances to assist and meet the needs and wishes of patients, rather than to sit back and wait for them [41].

An organization's efforts to develop, equip, and compensate its employees for improving the quality of the services they provide to customers are collectively known as "internal marketing" [42]. Essentially, the goal of hospital internal marketing is to assist health staff in increasing their job satisfaction, performance, and overall contributions to patient care.

According to studies conducted by Al-Weshah [43], internal marketing significantly increases employee engagement. Participation in the workplace increases happiness at work, according to much research [44]. Research suggests that internal marketing may boost care quality, staff happiness, and company loyalty.

An internal marketing strategy was created by Fortenberry and McGoldrick [41] to reduce or eliminate the problems that patients have experienced. Filling non-medical trash cans and dealing with distributed trash at beauty clinics are two examples of these problems. Because of this, patients may have a negative experience and the beauty clinic's reputation may take a hit.

VIII. CONCLUSION

The marketing expert may save a lot of money by appealing to the public's preference for using electronic sources to spread information and promote their business. Furthermore, the limitations of paper-based advertising are no longer an issue; the only thing that remains is the marketer's creativity. This article presents a strong argument in favour of healthcare marketing's expansion based on the strategic accomplishments of well-known healthcare organizations and other businesses. Ideas presented here may be used in healthcare marketing campaigns. While not every strategy will work for every hospital or institution, most may be adjusted to fit specific needs. When it comes to healthcare system innovation, information technology is key. There has been less theoretical investigation into the practice and study of healthcare innovation, although the upsurge in new ideas. An important part of any research project is developing a conceptual framework to serve as the basis for future investigations. In this article, we take a look at several practical approaches to healthcare innovation in India and assess how well they may work to improve healthcare delivery.

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