Recomendations

Health & Medicine, Nursing

Recommendations Recommendations Changing business conditions and the dynamic operating environment especially for onlinebusinesses owing to technology that has made the world small like an ant. The internet has a vast amount of resource related health care content. Bright Road Health Care System can improve its presence in the internet using the following strategies:

Making the materials offered by Bright Road Health Care System available for downloading and online viewing by customers augmenting their presence in the community through transfer by users who have the materials on their gadgets to other users (Yih, 2011). Introducing resources that aid patients in adhering to a recommended patient care treatment and healthy lifestyle will enable the company to have access to the members of the community, as these are the latest concerns by the users of Bright Road Health Care System services. Developing an interactive forum between the patients and the organization's staff to allow for a question and answer session, discussion of different topics, ability to make appointments, and passing of recommendations tailored to the needs of the client to improve the resources and services (Yih, 2011).

There is a need for the augmented use and realization of the benefits offered by the internet through search engine optimization and the use of social marketing. Collaborating with social engines to allow the easier location of Bright Road Health Care System on the internet and having a high presence on facebook, twitter, and instagram with frequent information update, informative pieces of information, answering questions in a timely manner. Other measures include developing marketing designs and attractive covers,

and marketing the Bright Road Health Care System products on the social media platform. Another strategy is developing a mechanism on the Bright Road Health Care System where the patient's access links to community resources and health personnel increasing the ability of the site to attract new clients looking for information on resources and personnel. Getting in touch with the patients through mail, text messages, and calls to check on their progress and benefits of the system also allows clients to have a strong attachment and develop loyalty to the use of the systems products.

References

Yih, Y. (2011). Handbook of healthcare delivery systems. Boca Raton, FL: CRC Press.