

Health care marketing

[Business](#), [Marketing](#)



Current trend in the healthcare

Healthcare provision is a basic need for anyone regardless of the country or region one lives. The success of government for instance, the USA government led By President Barrack Obama is measured by the level of service provision which is inclusive of healthcare services. Several decades back, people used to visit health centers and pay either before or after being attended by a physician. This mode of payment proved to be strenuous and out of reach to the middle and low-income earners. Uncertainty surrounding one being sick, and availability of funds made healthcare service accessible only by the elite members of the society.

The matter was assessed, and a conclusion drawn that the healthcare was unfairly provided to the Americans. The idea to provide healthcare insurance was prudent, which was sponsored by employers. The insurance scheme became unaffordable for the elderly who did not have a source of income, the scheme left millions of Americans uncovered. The government has stepped in the healthcare industry and provides medical cover for all Americans. Recently President Obama signed into law the healthcare bill famously known as Obamacare. The bill revised the way physicians were to be paid. As stated in the law doctors will be paid based on the quality of service offered to the patients rather than the number of times the patient was checked by the doctor. The idea to offer medical cover is indisputable a brilliant one and credit has to be given to those who initiated it.

Medical industry cannot operate alone it has to depend on other factors that will enhance its service level. Technology has been integrated with the medical field and hospitals need to be abreast with the development in the

technological field. The use of bio-medical equipment such as X-ray machine, CT scan et cetera is common in hospitals. Engineers are busy in workshops trying to come-up with devices that are better than those being used. Due to change in lifestyle Americans, massage equipment are being designed to meet the growing demand for the service. Hospitals have installed this equipment to help their patients in the recovery process. There are mobile applications that help patients track their health status. These apps can perform several functions such as detecting blood pressure. Research on medicines is a continuous process in the medical field; the main objective is to improve the efficiency and effectiveness of the present drugs. Patients need their information to be secret (privacy), which is their right. The use of files to store patients' information exposes the information to the public. The use of e-health service has enhanced the privacy right of patients. Data collected are stored and saved and only retrieved by authorized persons.

Conclusion

The transformation that the healthcare system of United States has undergone to the present Obamacare can be considered as a milestone. Currently, Americans do not need to worry about their hospital bill which caused most family from low and middle-income financial constraints. Advancement in technology cannot be ignored for its role in improving the quality of healthcare been provided. However, this does not mean that ideas should not be developed that will better the current state of America's healthcare.

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