

Health care marketing

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



Developing Marketing Strategies In order for the local healthcare organization to subsist in the health care industry, it should put into consideration core factors such as developing patient's intimacy. This factor aims to achieve customer satisfaction and retention of the patient. Moreover, the company should invest most of their time in familiarizing the patients with the kind of services they offer. Besides, the healthcare facility should impart proper customer insight at all times, develop customer trends in order to capture the market properly, and improve on good customer relationship. Additionally, the health care institution should work to maintain a good brand name among the locals. The primary aim of this factor is to capture the external environment, which consists of the patients. This offers the health institution with an external insight of its brand in terms of marque image, brand personality, and brand familiarity. Furthermore, the health facility should take into account innovation as a major factor for its marketing strategy. Innovation should take place in all departments of the hospital. This will increase the overall margins of the health facility and develop a new mindset to its patients.

2. Secret Shoppers

Secret shoppers or mystery shoppers are people hired by other rival organizations or business to spy on the progress of another business entity. The familiarity of secret shoppers is not common in many organizations since organizations set their own targets to achieve as opposed to benchmarking with other rival businesses. Mystery shoppers are popular in healthcare institutions equally to other business. This is because they aim to evaluate how healthcare is delivered in healthcare organizations and aim to correct

important information and procedures that can be adapted in rival healthcare institutions.