

Health care website

Business



Health Care Website Affiliation: Health care practices keep changing and taking new positions from time to time. The integration of technology into healthcare practices is aimed at reaching out to as many people as possible, and within the shortest time possible (Sultz & Young, 2010). The primary objective is to promote both preventative and curable care. In that pursuit, access and affordability of care is central to consider. Specifically, websites play a vital role in the undertaking of health care practices. On the same note, access to information should be promoted, since health care is not important for patients, but also for every single stakeholder involved. In fact, stakeholders in the health sector encompass every single person in the larger population.

The American Cancer Society website is one of the most influential healthcare websites. Although the primary concern of the American Cancer Society revolves around cancerous health complications, it integrates other healthcare issues that affect patients in one way or another (Getzen, 2010). Basically, it relates all other fields of health care, over and above cancer. The choice behind this organization follows the continuous efforts by the personnel involved to enhance and improve the lives of people living with cancer, as well as raise awareness about the disease and push for frequent testing of cancer for early detection.

The American Cancer Society's product and service offering and the market environment can be combined into an organizational matrix that outlines the operational aspect of the firm. As earlier mentioned, the organization primarily operates on the cancer aspect, but incorporates closely related programs that seek to enhance public health welfare. The organization also operates in a health market environment that is characterized by other

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independent and competitive players (Arthur & Strickland, 2011). In this regard, marketing becomes a vital concern for the organization.

The organization's matrix, therefore, links its products and services to the health markets. In this context, there are those products that the organization has offered in the past, offers today, and plans to offer in the future. It is essential to note that the future is uncertain, and future plans can only be undertaken based on estimations and predictions. On the products side, product development and diversification constitute the primary basis upon which the organization operates (Beardwell & Claydon, 2010). In its matrix, the present and new aspects of its products and services cover the product side of the matrix.

On the other hand, the market in which the organization operates is dynamic and influenced by diverse factors and variables. Present markets can adequately be evaluated, but new and emerging markets pose significant risks due to uncertainty. However, with the right choice of products and services and the use of proper marketing tools, the organization's matrix on the market side can be made up of market penetration and development activities (Arthur & Strickland, 2011). The American Cancer Society is centrally located at the heart of health care needs in relation to cancer, and the above matrix suits its operations in that line.

Marketing is a continuous undertaking that influences different segments within a matrix in different ways. In the product segment, marketing presents all product variables and outlines them alongside consumer needs, tastes, and preferences. The objective is to have both the organization and the consumer engage and relate in a way that enhances the welfare of either party (Berkowitz, 2011). The other segment is the market aspect of the

organization. In this segment, the objective is to understand and evaluate market trends in a bid to determine market inadequacies. Therefore, marketing in one segment or the other is validated by the extent to which it accounts for critical segment variables. In other words, when marketing adequately treats a given segment, its viability in that segment is unquestionable.

References

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