

Health care marketing information matrix assignment

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Material Health Care Marketing Information Matrix There are a variety of information sources that may be used by consumers to obtain information relating to the marketing of health care products and services. The following matrix is intended to assist you in organizing the information contained in these sources. Consider the types of marketing messages that these information sources may contain and the reliability of the marketing message. Following the provided example, identify three examples of your own. Source of Health Information

Type of Health-Related Information Marketing Messages How the Consumer May Assess the Accuracy or Reliability of the Marketing Messages List the information source, such as Internet websites, WebMD, Medicine, or the news media. Type of information provided by the source List at least one marketing message being communicated to the consumer within this information source. List one approach the consumer may use to verify the accuracy of the marketing message. Example: Website relating to Cortez MCNEIL-PC, Inc. (n. D.). Cortez. In Cortez. Retrieved from [http://www. Cortez. Mom/ consumer/Cortez/index](http://www.Cortez.Mom/consumer/Cortez/index). View Example: Information relating to the use of Cortez in the treatment of allergies Example: Cortez is a fast-acting allergy medicine that maintains its effect for 24 hours after a single dose. Example: Use the product to assess whether it works as stated. National Media Marketing Campaign promoting the drug Lyrical <http://www. Being. Com/videos/search? Q= TV+Commercial+for+Lyrical&FORM= VIRE> Information relating to use of Lyrical for the relief of diabetic pain Do you want relief from the stabbing leg pain? Just ask your doctor if Lyrical is right for you.

Review a treatment efficacy summary. U. S. News Website relating to top hospitals <http://health.snews.com/best-hospitals/rankings> List and rank top hospitals in the U. S. U. S. News reviews hospitals, doctors, nursing homes to help consumer's make the best choices Review how the information for each institution is gathered and ranked ' avenues <http://www.vanes.com/> ' avenues relieves the symptoms of ADD ' avenues relieves the symptoms while allowing the patient to do the rest Feedback from teachers and or school counselors as well as noted improvement in grades.