

# The development of communication model to manage product disaster in healthcare i...

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## **Introduction**

The product disaster has become a reality in the controversial world of the marketing science because the managers have to deal with newspaper staff that is looking to settle a quick score in order to give their publication a high jump in the eyes of public, and with the passage of time, the marketing agents working in the healthcare and pharmaceutical industry came under heavy fire as the staff reporters have managed to dig out evidentiary materials those substantiated the presence of malpractice in the ranks of the most respected industry in the world so the newspapers take a wild guess about quality of drugs selling in the market in order to create a baseless hype in the market in order to increase sales of the publications.

However, the marketing experts at the leading drug manufacturers have to counteract the adverse effects of such campaigns by remaining ethical and truthful in the subsequent communications those may publish their viewpoint in this regard, and the scientific thinking has to take its due stroll in the process, and before saying anything on a public platform, the marketing managers have to do their homework in order to rule the claims of the demurring powers those may have create an illogical hype, but they have political power that can make people believe in the popular thought without giving much of a thought.

The managers in this area have to operate with the help of nationally accredited inspective bodies those check the quality of the drugs periodically, and the management of the company under public trail has to invite the teams, and request them to take the samples freely, and the tests would be ran in an isolated and separately managed laboratory by a third

party.

The results of the chemical scrutiny would provide the basis for the repositioning campaign that might reinstate the positive image of the company in the market, and the managers may have to recall the entire infected or substandard product line if the claims of the media found to be true and authentic in the light of evidence.

The human life is the first and foremost stakeholder of the healthcare industry, and under no circumstances, the managers can outweigh the commercial reason over the humanistic one to say the least. After conducting of phase one that would include the gathering of evidence that may or may not serve the objective of the company, but in either case, the marketers have to remain truthful to those who buy their products, and if they are injurious to health then, a total recall would be the best options of all.

The marketers have to use every channel at their disposal in order to let the people know that the company is recalling the products due to a problem, and the organization will look deeper into the issue before stating any further about the matter. The social media, newspapers and email correspondence would create definite choices for the manufacture, and banners would also help.

However, the company does not have to use severe marketing if the allegations of poor quality do not stand detailed inspections, and a smaller press conference and a note at the social media would do good to the company's image, but one should keep the fact in mind that HIPAA standards of communication do not stop the companies from interacting with

the clientele, and the regulatory mechanism works in order to promote sincerity and truthfulness in the companies' advertisement campaigns because legally, the organizations do not have the option to lie to their customers, and in crunch times, the ethical duties magnify themselves to greater degree.

The rule of ethical management and practice supporting beneficence to the patients would apply in the given case, and the company has to stand solidly on the civic grounds, and saving lives and wellbeing of the patients have to be treated as top priority in the conquest of managing a product crisis in the healthcare industry, and the managers have to educate themselves about the reality that they can repair the compromised image of the company, but they cannot do so with a death, and therefore, the gathering of evidence would always remain a critical phase of the process.

The management could use the social media in order to impress the customers with the diligence of the concerned organization that is rather willing to sacrifice the economic objectives in order to uphold its ethical responsibilities more than anything, and therefore, the customers would forgive the organization in due time for the incident of recall, but they will hold the grudge for indefinite numbers of years if the company allows people die by acting as a silent bystanders while their created chaos would ruin lives in the society

The communication would have to be truthful, and the company would choose to apply Integrated Model Communication (IMC) that delivers the same message through different platforms such as social, print and electronic media. However, the company does have to declare a war against

the media, but the organization has to form an alliance with the sector so that they can work together in order to save lives.

The company can take a silent approach when the corresponding laboratory clears its of all charges, but they have to take an aggressive methodology in order to induce the people towards not using the product that has clear and proven side effects, and therefore, the practice of recall has to be applied in order to save human existences as much as possible.

## **Conclusion**

The aftereffects of the medical concoction investigation would give the premise to the repositioning crusade that may restore the positive picture of the organization in the business sector, and the chiefs may need to review the whole contaminated or substandard product offering if the cases of the media discovered to be genuine and true in the light of confirmation.

The online networking, daily papers and email correspondence would make unequivocal parts of the moment, and pennants would likewise offer assistance. Then again, the organization does not need to utilize serious promoting if the assertions of low quality do not stand definite examinations, and a public interview and a note at the social networking would do great to the organization's picture, however one ought to remember the way that HIPAA models of correspondence do not prevent the organizations from communicating with the demographic, and the administrative instrument lives up to expectations so as to advance earnestness and honesty in the organization's communication with the customers, the associations do not have the alternative to mislead their clients. The tenet of moral

administration and supporting beneficence to the patients would apply in the given case, and the organization needs to stand unequivocally on the urban grounds, and ensuring wellbeing of the patients must be dealt with as top need of dealing with an emergency in the human services industry, and the directors need to teach themselves about the truth that they can repair the traded off picture of the organization, however they cannot do as such with a demise of a person. The correspondence would need to be honest, and the organization would decide to apply Integrated Model Communication (IMC) that conveys the same back rub through distinctive stages, for example, social, print and electronic media.

## References

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