

Health care marketing

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



Health Care Marketing Positional pricing in marketing is a process whereby the markers of a product or a service create an image in the mentality of their customers and the targeted market for the organization, brand, or the product or service. Health care institutions should consider the effects of alternative pricing strategies as well as positional pricing in order to incorporate both low-income earners and high-income earners in their marketing mix. Pricing as a positioning strategy is very important to health care institutions since it encourages profit maximization while taking into consideration the revenue and cost. Besides, positioning pricing strategy seeks to maximize the current revenues for health care institutions with no regard to profit margins. Pricing in health care institutions should be a passive part so that the health care services can be affordable to everybody.

2.

Products and solutions have different positioning strategies, which they use to cut a niche in the market. For products, they should use the competitive pricing strategy to set a good customer base in the market. This strategy should aim at exceeding the competitors' strength in the market. This can be achieved through focusing on quality advantage and product differentiation. Quite the reverse, services industry should take a different strategy, which aims at improving the quality of services offered by the service provider. Such services uses simultaneous competition that seeks to increase advertising for their services, introducing new services, providing rebates and incentives to clients and offering special service promotions for their

services. This move will help increase productivity on their services that will result in lower cost and high quality services.