

Hospital marketing

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Question 1

To send out the message on the downsizing of staff of this hospital, a better way to do so would have not been to just send out the interview to a TV station, but to inform the journalists the reason for downsizing. In case there are more good than harm that the downsizing would cause to the hospital and the quality of the health care in the hospital, then the message should be straight to show all that. On the other hand, if the downsizing is aimed at reducing cost while compromising on the quality of the services and quality of services offered in the facility, then the management is not supposed to give the message directly to be broadcasted in a TV station. Instead, they can give justifiable reasons why the act was the best thing to do at the moment.

Question 2

For a manufacturer of an infusion pump therapy kit for use in hospitals, personal selling or advertisement would help in informing the hospitals the advantages of using the equipment over other related equipment, the cost at which the kit would be sold at to the hospital allowing the hospital to save more than it could have spent on other related equipment and the advantages that the hospital would receive in terms of supply of the item that would not have been received with other items. In a nutshell, personal selling would convince the hospital to purchase more of the equipment, hence increasing the general sales of the equipment.

Question 3

Considering post-purchase role of promotion, for a busy hospital emergency

room, a company can offer to make issue out certain items for free for every patient who will purchase a particular item used in the emergency sector of the hospital. May be if the company is selling bandages, it could issue free dressing cotton to the clients who shall have made their purchases from the company.

Question 4

To make a good advertisement on the physical rehabilitation program, there is need for a larger budget. This is because, to reach the targeted clients, much needs to be done. One would want to target drug addicts, to ensure that the target group is met, there are various programs that are required to be included in the advertisement in order to attract such kind of people. In the advertisement, there would be a step by step explanation of how drug addiction may ruin someone's life then they will have to learn.

Question 5

Before deciding to use the medium, the program director needs to consider whether the targeted persons also read this newspaper, the coverage space of the program in the newspaper and other more effective means of advertisements that would reach the targeted clients than the newspaper. The newspaper may be having the best circulation, however, may be the targeted persons might not be able to access and read it. The information must be covered on pages with interesting information and must be given a wider and large coverage space on the paper for them to be attractive. In case there are other medium that can be more effective than this one, then this should be preferred.

Question 6

One hospital area that could be most appropriate for use on social media could be the customer care desk. In this case, it would be more easy for the patients to make consultations about various issues concerning the health care of the hospital without having to visit the hospital in person. This would save on time and cost. The best social media platform to do this would be through Whatsapp or Facebook.

Reference

Smi13: , (Smith & Johns, 2013),