

Health care marketing

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



November Health Care Marketing The most fundamental difference between the social programs like STD prevention and the elective plastic surgery is that the former is a need of the society while the latter is a choice or luxury. STD prevention program far exceeds elective plastic surgery in terms of importance, and is a need of people belonging to all social statuses in the society from the top to bottom unlike elective plastic surgery, that costs people enough to convince particularly the people with low socio-economic status to live without it. The similarities between the two include that both are healthcare measures, and may appeal to people of all socio-economic statuses, but not all can afford them.

Prudent and effective designing of the marketing materials for the two requires the marketers to consider the factors that appeal to the audience belonging to the high and the low socio-economic statuses individually. Specifically, to design the marketing materials for elective plastic surgery, more sophisticated marketing materials like television commercials showing celebrities undergoing elective plastic surgeries, youth magazines, and billboards would be more suitable as they are frequently considered and reviewed by the people belonging to the high socio-economic status. On the other hand, design of marketing materials for STD prevention should be easier and the means and platforms to promote it should be rampant. Marketing platforms for STD prevention may include but are not limited to television commercials, radio commercials, advertisements in the newspaper, awareness campaigns in the educational institutions, and STD prevention schemes.