

Public health

[Health & Medicine](#)



Public Health Healthcare systems and physician practice in the United States has a marketing strategy that fits the needs of baby boomers. Having a population of about 78 million people, baby boomers are special health consumers. Boomers are Internet savvy and enjoy having information at their fingertips day and night. They have a big appetite for using online health care sites to identify treatment options and information. This situation arises since baby boomers are central in decision-making. They are responsible for the health of both their children and parents and, hence they need sufficient health information. In addition, baby boomers are busy people who are determined to improving their lives and those of people who matters to them. Therefore, becoming internet savvy people is a survival strategy that they use to enhance their success. Unlike people from the previous generations, baby boomers are less likely to take or believe the words of authority figures and, hence they are obliged to find information through their own ways.

“ Monitoring patient satisfaction is important because it allows administrators, practitioners, and organizations as a whole to have an idea of what the consumers (patients) feel about the level and quality of care that is being administered.”

Successful health care marketing strategies are established on long-term relationship with the society. It is evident that people from different generations have varied expectation from the health providers. This requires health practitioners, administrators, and organizations to have a constant monitoring system that allows them to identify the needs of the society. In addition, regular monitoring of the health system allows health providers to achieve a personalized approach in the health care system. Success in the <https://assignbuster.com/public-health-essay-samples-3/>

health care sector will only be achieved when healthcare providers achieve a significant level of personalization in healthcare and service delivery.