**MARKETING APPROACHES TO THE HEALTH CARE**

**SERVICES MARKET**

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The author analyzes existing problems of social marketing on medical services market, considering the market-based approach. The issues of effectiveness of health care services monitoring, cooperation of public and private sector of medicine and quality control of medical services are considered. Special attention is given to the concepts such as the market size of medical services, their availability and market prices, sustainable development of the health services.

***Key words:*** health care services market, social marketing, state politics, health care system.

Implementation of state policy in the health care sector provides the right to health and equal access to quality health care services to every citizen, stipulating the formation of public consciousness, ideology of healthy lifestyle, and strengthening the material-technical base of health care institutions.

The American Medical Association determines marketing in the health care system as a complex process of planning, economical substantiation and managing health care services production using price policy in the sphere of medical-prophylactic process, promoting and realizing services and medical goods.

Except basic market players – suppliers of medical services and their consumers – health care services market also has its specific players such as public and local authorities, pharmaceutical companies, producers and suppliers of medical equipment, insurance companies and others.

This market, unlike others, needs the strong regulation of interrelations between its main parts, since the general aim of its functioning is health of population.

Issues of marketing and managing on medical services market have been illustrated in scientific works of many scientists in our country and abroad: I. Vasilenko, N. Vishnyakov, E. Zaharchenko, E. Korneychuk, N. Lakusta, I. Lazar, A. Tkachuk, N. Milovanova, E. Muratova, N. Petrova, T. Fillipova, A. Shomnikova [2-8].

The process of medical marketing is realized in case of market relationships between a doctor and a patient, in competitions between doctors, medical institutions and pharmaceutical manufactures.

Basic directions of marketing in health care system are the following: marketing of medical services, marketing of medical and biological technologies and marketing of medical equipment. Some scientists also distinguish the marketing of medicines, however, we consider it as the marketing of pharmaceutical industry.

The issues of modernization of medical sphere in period of reforming the Ukrainian economy become actual and require thorough analysis and effective solutions.

One of the most important problems is the development of social marketing program taking into account the market-based approach to formation of medical services. This development is aimed at monitoring health care system functioning, including the use of medicines, medical services, providing the availability of these products and ensuring market segmentation based on the willingness and means to pay.

Nowadays, demanded quantities of medical services cannot be the main measure of formation of health care services market. Only the monitoring of effectiveness of medical services and social marketing determines modern health care services market.

Social marketing is a particular part in the development of market-based approach in reforming the health care system and providing medical services.

Social marketing in medicine ensures planning and implementation of special methods and programs, aimed at the realization of social changes for the improvement of medical services taking into account the demands and facilities of different groups of population.

In addition to medical procedures directed to prophylaxis of diseases, preventive measures include informational events focused on the prevention of traumatism while using vehicles, influence of bad habits on the level of health and life span, prophylaxis of cardiopathies, importance of vaccination and safe sexual practices to prevent infectious diseases transmitted sexually and to preserve reproductive health.

Social marketing is based on the following marketing conceptions:

-final aim of marketing is the impact on consumers’ action and behavior;

- decisive steps including changes, innovation, reforms that are brought into operation in case of prevalence of advantages and minimization of expenses.

- conceptual changes based on understanding of personal perception of suggested changes by target audience.

- target audience should be divided into segments according to needs of a contingent.

- health care services market is constantly changing, in this case, it is necessary to do opportune analysis of reforming the program effectiveness and to ensure regular control.

Marketing activities on the health care market include:

* «Product» – to create an interesting product, that is medical service;
* «Price» – to minimize the price aiming at a target audience as the ultimate consumer of medical services;
* «Places» – to guarantee the possibility of the consumption of medical services in institutions available to contingents and corresponding to their lifestyle;
* «Promote» –to promote the information about products/services throughout channels that maximize required results.

The traditional concept of the marketing-mix consisting of product, price, place and promotion has been extended to organize the sphere of services to 7 «P».

Supplementary factors are the next:

- «people» - including staff and customers, those who are involved in providing and receiving services;

- «process» - that is developed in consistent actions to provide services; physical evidence, in other words, physical circumstances and atmosphere in which a consumer is given a service, information promoting services on the market.

Some authors expand this classification with one more element – «partnership», that is to enter into such relations with customers when being satisfied by rendered services and loyal attitude they become promoters of a medical institution.

Health care services market formation, according to market-based approach, is characterized by financing of state and non-commercial medical services sector intended for low-income, socially and economically vulnerable categories of the population, and in the same time by supporting the sustainable model of the commercial ensuring of medical services on the free market for consumers with financial feasibility.

The features of the model of market-based approach in formation of health care services market are the following:

- to increase the level of the medical services use among target groups to provide for the expansion of market in order to interest and attract new costumers;

- to guarantee the effectiveness, health care services market should be segmented into similar groups with the same requirements and characteristics;

- to form such a medical services market that could use the advantages of every sector (commercial, state, social) for achieving maximum efficiency of functioning, and at the same time allowing every sector to aim their resources at the most destitute groups.

Indexes of health care services market should be sharply defined as market size, market price, availability on the market, sustainable market development.

Market size embraces the amount of different types of medical services, and items of medicines, which have been provided or sold, and the quantity of consumers.

Market price includes the cost of medical services, possibility of different groups of the people to pay for medical services, a part of medical services covered by the state, insurance.

Availability on the market is represented by the percentage of medical services consumers, who know where they can get them and do not see any obstacles to obtain these services in case of a distant location of medical institutions.

Sustainable market development comprises leaders of health care market, a part of market, amount and a part of separate highly specialized services on the market, a number of resources to get medical services.

The principal purpose of market-based approach in formation of medical services is to understand possibilities and readiness of the population with regard to the global market of medical services, to attract partners to planning the global market of medical services, and to give the information to interested parties according to the concept of reformation of the health care system.

To achieve this aim it is necessary to determine the objective needs in different types of medical services; to estimate the influence of interested parties; to identify supporters and opponents; to find out the opinion of different groups of population about the global market of medical services and about measures of health care system reformation; to develop a state strategy considering the availability and quality of health care provided to all social groups.

Understanding of market and political sphere in order to estimate health care market formation is of great importance, thereupon, the following questions should be promptly and correctly settled:

- what group of people is the main contingent interested in the ensuring of medical services;

- whether private sector of medical services is viable;

- potential resources of medical services financing that are available;

- ways of impact of state administration on private sector of medical services;

- scales and character of competition existing in private sector of medical services;

- barriers to enter the health care services market.

- who renders medical services on primary, secondary, and tertiary levels, and what is a percentage of every type of medical aid on the health care services market;

- types of medical services existing on health care services market, their price and availability for population;

- ensuring legislative regulations with regard to different types of medical services;

- analysis of medical services quality;

- flows of resources and variants of financing, forecasting of needs in medical services;

- dissatisfied needs in medical services;

- existing and potential market niches for both state and private sectors;

- readiness of different groups of population to pay for medical services.

It is important to note, that there are regulative measures affecting supply and demand for medical services.

They include a guarantee of quality and mechanisms controlling medical services quality, professional regulations regarding the services rendered by specialists and medical institutions, licensing and accreditation of medical institutions, controlling sanitary conditions in medical practice.

During economical reformations, market-based approaches in the process of forming the packet of medical services enable the support of coordinative mechanisms of state-private cooperation to meet the needs among all groups of population.

Such cooperation provides for free urgent medical aid for low-income and destitute groups of population. People with average and high income have the possibility to receive medical services in both state and private medical institutions.

It should be noted that the public-private cooperation has real advantages: it guarantees financial stability, coordination, clear determination of the volume of rendered medical services, accurate identification of groups of population, first of all vulnerable groups, expansion of health care services market and increase of medical services providers.

The essential directions in health care services market formation are public financing of medical services for low-income contingents with coordination of public and private financing and promotion of medical institutions with private investment for groups of population with high level of profits.

Understanding of motivation and determination of relations between public and private sectors are the basis for cooperation between them. Both parts consolidate national assignments of public health care system with interests and real situation of private sector.

Public-private cooperation is aimed at making contracts between health care public organs and private providers of medical services.

Such contracts envisage providing health care services to population, determining clearly the licensing and accreditation system, regulating the license for separate types of medical services by the state, social marketing programs, ensuring the control of health care services quality and developing continuous educational system for physicians of all specialties with obligatory certification of their educational level according to qualification category.

Effective public-private cooperation in the field of health care services will contribute to the increase of medical services amount by private and public institutions. In addition, such collaboration leads to the achievement of high quality in medical services due to competition, raises the rate of private sector in rendering health care services, guarantees quality standards and adequate prices in case of expansion of health care services number, increases medical services quality due to the improvement of physicians’ qualification.

Such cooperation will allow guaranteeing the availability and quality of medical services rendering to all population groups.

Thus, market-based approach in marketing strategies on health care market contributes to the development of its infrastructure, increase of consumers’ information awareness considering the supply of medical services that in turn is resulted in the rise of medical services demand.

Public-private cooperation will ensure the acceleration of market growth rates through the creation of favorable conditions for market development, formation of new opportunities on the national and international market, effective collaboration of all market players, and introduction of new social programs.

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