

Svitlana Polkovnychenko, Anastasia Shkulepina
MARKETING SUPPLY OF MEDICAL SERVICES

Active implementation of market economy principles in all spheres of economic activity has not bypassed the sphere of medical services. The emergence of privately owned medical organizations has changed the structure of the market and led to competition between the various medical service providers. In this regard, there is an increasing need for marketing mechanisms to help medical institutions to secure competitive positions in the market and to find good quality medical services for consumers.

The purpose of the article is to study theoretical aspects of marketing activities in the sphere of medical services and to develop practical recommendations for improving its communication component for a medical institution.

The article describes the main stages of marketing activities in the sphere of medical services, which include market research, its macro and microenvironment; choice of the target market and services positioning on it; development of marketing mix; performing marketing activities (development of marketing strategy, organization of plan execution, inclusion of marketing strategy into the plan of medical institution, control of results and regulation of further strategy).

Service promotion is an integral part of the marketing mix. The article explores the role of marketing communications, through which medical institutions bring to the consumer benefits from using the offered service. The main tools of the marketing communications complex (advertising, sales promotion, direct marketing, public relations) are highlighted.

Online (website, Facebook page, instant messaging – Telegram, Facebook, Viber) and offline (print media, handouts, shuttle bus advertising, media articles, local TV broadcasts, POS materials in branches, as well as city hospitals) communication channels of the medical institution are studied.

The process of planning a communication complex is considered, which includes identifying the target audience, determining the purpose of communication and the desired response, choice of appeal, choice of means of dissemination of information, choice of features that characterize the source of appeal, collection of information coming through the feedback channels.

The recommendations for the preparation of the media plan of the medical institution are substantiated. In order to create a media plan, it is necessary to form the enterprise SMM strategy. When building a strategy for social networks, one should ensure that it includes every stage of the sales funnel. Sales funnel (see, think, do, care) forms demand, force the customer to think, to buy a service, to buy again.

Due to marketing communications, the medical institution will be able to attract new customers and, by increasing revenue, increase the company's net income and profitability.

Key words: medical service, marketing of medical services, marketing activity, communications, media plan.

References

1. Aristova, E. V. (2012). Spetsificheskie osobennosti meditsinskoj uslugi kak ekonomicheskoi kategorii [Specific features of medical services as an economic category]. *Vestnik KGU im. N. A. Nekrasova. Ekonomika. Upravlenie – Nekrasov KSU bulletin. Economics. Management*, 2, 223–226 [in Russian].
2. Artiukhina, M. V. (2011). Marketynhova diialnist zakladiv okhorony zdorovia v umovakh reformuvannia haluzi [Marketing functioning of health protection institutions in the condition of reforming the field]. *Ekonomichniy visnyk Donbasu – Donbass Economic bulletin*, 2 (24), 135–137 [in Ukrainian].
3. Zatsna, L. Ya., Ivashkiv, T. I. (2013). Marketynh medychnykh poslug ta osoblyvosti rozvytku rynku medychnykh ustanov v umovakh transformatsii ekonomiky [Marketing of medical services and features of development of the market of medical institutions in the conditions of economic transformation]. *Ekonomika Kryma – The economy of Crimea*, 1(42), 363–367 [in Ukrainian].
4. Ivanenko, Ya. (2018). *Marketing v meditsine: ego osobennosti i primeryi ispolzovaniya* [Marketing in medical industry: its features and examples of use]. Retrieved from <https://blog.bigtime.ventures/marketing-v-meditsine-ego-osobennosti-i-primeryi-ispolzovaniya>.
5. Kalinichenko, O. O. (2016). *Instrumenty marketynhovoho doslidzhennia v okhoroni zdorovia* [Healthcare marketing research tools]. Retrieved from <http://eprints.zu.edu.ua/29020/1/тези%20Калініченко.pdf>.
6. Kotler, F., Armstrong, G., Vong, V., Sonders, D. (2015). *Osnovy marketinga* [Fundamentals of marketing]. Moscow: Viliams [in Russian].
7. Mann, I. (2018). *Marketynh bez biudzhetu. 50 diievykh instrumentiv* [Marketing without a budget. 50 effective tools]. Dnipro: Monolit [in Ukrainian].
8. *Marketing meditsinskih uslug: prakticheskie resheniia* [Marketing of medical services: practical solutions] (n.d.). Retrieved from <http://cathedra-mag.ru/knowledgebase/маркетинг-медицинских-услуг-практич>.
9. Marova, S. F., Vovk, S. M. (2017). Medychna posluha yak tovar medychnoho rynku [Medical service as a medical product]. *Derzhavne upravlinnia: udoskonalennia ta rozvytok – State*

Administration: Improvement and Development, 4. Retrieved from http://nbuv.gov.ua/UJRN/Duur_2017_4_4.

10. Petrova, N. G., Vishnyakov, N. I., Balohina, S. A., Teptina, L. A. (2008). *Osnovy marketinga meditsinskikh uslug [The basics of medical services marketing]*. Moscow: MEDpressinform [in Russian].

11. Serzhuk, A. V. (2015). Kompleks marketynhu na rynku okhorony zdorovia [The marketing mix at the market of health protection]. *Naukovyi visnyk Poltavskoho universytetu ekonomiky i torhivli – Scientific Bulletin of Poltava University of Economics and Trade*, 2 (71), 23–28 [in Ukrainian].

12. Stetsenko, V. V. (2013). Sotsialno-ekonomichna sutnist marketynhovykh komunikatsii pidpriemstv [Socio-economic essence of marketing communications companies]. *Visnyk ekonomiky transportu i promyslovosti – Transport and industry economics bulletin*, 43, 213–217 [in Ukrainian].

13. Yamschikov, A. S., Maeva, E. I. (2011). Teoreticheskie i metodologicheskie osnovy marketinga meditsinskikh uchrezhdenii [Theoretical and methodological foundations of marketing of medical institutions]. *Menedzher zdavoohraneniya – Healthcare Manager*, 10, 28–35 [in Russian].