



**TRANSFORMING PUBLIC HEALTH THROUGH INTEGRATED MARKETING
COMMUNICATIONS: STRATEGIES FOR IMPROVING HEALTHCARE SERVICE
DELIVERY IN THE NATIONAL CAPITAL REGION**

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ABSTRACT

The primary objective of this research is to deepen the comprehension of Integrated Marketing Communication (IMC) and analyze its impact on the marketing and promotion of healthcare services within the National Capital Region (NCR). This study aims to explore the ways in which IMC strategies influence crucial aspects such as customer relationship management, cost-effectiveness, competitive positioning, and revenue growth, all of which contribute to the successful promotion of healthcare services. Furthermore, this research underscores the significance of IMC competencies in enhancing the overall performance of healthcare organizations. By effectively implementing IMC strategies, healthcare providers can strengthen their market presence, improve communication with their target audience, and optimize resource utilization. The study highlights that IMC serves as a fundamental tool in achieving superior performance outcomes. From a competitive perspective, healthcare institutions that allocate resources to develop robust IMC strategies are more likely to achieve increased efficiency in service promotion. These organizations can gain a strategic edge by integrating various communication channels, reinforcing brand messaging, and fostering stronger patient engagement. Ultimately, investing in IMC can lead to long-term sustainability and growth within the healthcare sector.

Keywords: Integrated Marketing Communications, Healthcare, Promotional Effectiveness.

INTRODUCTION

IMC is all about planning and carrying out of all advertising types namely promotion, advertising, messages chosen for service, brand or firm for meeting a general set of objectives in communication for supporting a single positioning (Hawkins et al, 2011). Grosseck (2006) stated that IMC is all about coordination and combination for the multiple ranges of information sources and they interpret previously provided feedback. Organizational voice transmits the message in offline and online mosaic activities in marketing communication and feedback of the customer could read by managers and other peers at broader scale. To efficiently adopted, aim of online IMC have concentrate on combination of offline and online interaction for attracting customers or move to website where they gather many data like usage of instruments in online communication for providing effective messages and combination of all channels in the communication into strategic plan based

on objectives in the marketing. IMC coordinate all elements in communication of marketing for achieving consistency and synergy. The importance of IMC is all about efficient delivery of outbound activities for communication for achieving one sound, one sight in overall program of IMC as explained by Kliatchko, 2018

EXISTING INTEGRATED MARKETING PRACTICES IN HEALTHCARE ORGANIZATIONS

Greatest impacts towards healthy lifestyle practices explained by healthcare sector are mostly spread through word-of-mouth interactions. Education, manufacturers, government, health care institutions and firms, catering firms, food distributors and media has to educate, inform and physical activity involved by families and individuals and impact the buying, consumption and preparation of healthy food (Rakic and Rakic, 2015a). Elrod and Fortenberry (2018) pointed out that Willis-Kinghton health system (WKHS) created novel path and obtained experience that promoted initiatives between patient and provider engagement which afford an enduring approach for marketing communications. IMC suggested that marketers concentrate on consumer's preferences, exposure of media, patterns for buying and other factors. Moreover consumer is exposed to goods which fits its required through combination of interaction methods where consumer identify credible and more attractive as pointed out by Muhanji and Ngari, 2015. Kannia (2013) stated that healthcare organizations in Kenya are found to be competitive namely quality of service, they must follow latest technology in interaction for promoting their services reasonable price efficiently to target market.

Grover (2016) claimed that technological and globalization improvement has seen an idea transformation to hospital marketing since patients are more progressive and particular about their requirements towards health which result in cross-border competition in hospitals. Nowadays patients are conscious about their health and generally believe from the message from word of mouth communication (Connell, 2013 and Sarantopoulos et al, 2014).

RELATIONSHIP BETWEEN IMC PRACTICES AND CUSTOMER RELATIONSHIP IN EFFECTIVE MARKETING / PROMOTION OF SERVICES BY HEALTHCARE ORGANIZATION

Sciculli and Missien (2015) stated that based on developed framework quality and image for service would influence satisfaction of patient that would eventually drive behavioural readiness. Patients or consumers are highly satisfied with hospitals would maintain these relationships and finally acts as advocates for provider of the service. Managers in healthcare could optimize development in service-line with appropriate planning and execution in marketing. Thorough investigation of external and internal factors is suggested for determining how services would be branded, positioned and marketed. Some hospital services are specialized to specific medical field like neurology and cardiology. If a healthcare firms lacks equipment or facilities for carrying out specialist operations and services which would decrease their consumer database. Integrating systems among managements and departments illustrates efficient communications as well as permits patients for experiencing a better standard in hospital firms and its services. It was found that hospitals in Saudi have a good link with their clients. This indicates that management of customer relationship optimistically impacts performance of the firm as mentioned by Alsharari et al, 2017.

If the healthcare' managers want to shape a good image in industry; improve consumers to recognize and

know medical services; maximize the loyalty and satisfaction of consumers; develop the new clients and keep old clients, they require to reinforce the promotion of marketing and marketing of relationship. Main ways of targeted hospitals that influence healthcare options of clients' namely clinic hours are mailed and scheduled to potential clients, free consultations for medical services, hospitals news in newspapers, provide free medical treatments, referral by relatives and friends, give education in hygiene and public health, hospital news on television and give free transportation.

RELATIONSHIP BETWEEN IMC PRACTICES AND COST REDUCTION IN EFFECTIVE MARKETING / PROMOTION OF SERVICES BY HEALTHCARE ORGANIZATION

It is tough to adopt some tools for promotion like reduction of price, samples and display due to low extent of tangibility in healthcare service. Requirement for purchasing the healthcare service and wish to obtain such service is higher than requirement for acquiring other services and goods. Importance explained to high relation with health. Thus, efficient tools for communication are needed for delivering the messages and needed data instead of providing advertising or price promotions. Clients of tangible product would repeatedly purchase for long periods and at various times by postponing or delaying decision prior buying, but such kind of behaviour is unique in healthcare service since it relies on surprise factor and fail to identify the service data required and it is tough to purchase medical service prior the necessity. In such case, communication for marketing would construct an optimistic word of mouth, optimistic interaction with patients, improve personal contact and provide an optimistic image of the healthcare sector and its goods. At the same time, it was noted that communication for marketing result in direct and speed outcomes in terms of other services and products. On the other hand, such outcomes found to be slower and longer namely healthcare services (Shamout, 2016). Elrod (2013) elucidated that excellence in the communication is important, as organizational prosperity as well as wellness and health of those served relied on effectively involving viewers. Innovations in the communication must be expanded across all business for probable benefit, reduction of cost, with experimentation are motivated, somewhat that explicitly discourages limited mindsets which could restrict advancements in healthcare industry and significance to communicate with viewers, main methods which are reliable in terms of advertising.

RELATIONSHIP BETWEEN IMC PRACTICES AND COMPETITIVE ADVANTAGE IN EFFECTIVE MARKETING / PROMOTION OF SERVICES BY HEALTHCARE ORGANIZATION

It was mentioned by Crooks et al (2011), Yeoh et al (2013) and Hanefeld et al (2015) that hospitals and other organizations in healthcare actively engage in activities of marketing for attracting and retaining more consumers, building their image, distinguishing their services and gaining competitive advantage. Rakic and Rakic (2015b) and Rakic and Rakic (2015c) argued that suitable ministries in government could promote physical activity and adequate nutrition as basics for good health. Further proactive firms could gain positioning of competitive advantage and distinguish their services' and products based on healthy lifestyle.

It was discussed by Balogun and Ogunnaike (2017) that communication used for marketing is found to be very significant in market and investigators are focusing on determining the dynamics of IMC and its impact to deliver the value among market players. Apart from these, it was found out that there was a relationship

between corporate reputation and corporate image for effective marketing in healthcare sector. According to Sujana et al (2013), reasons behind communications adopted by hospitals for marketing depends on marketers efforts, virtual agreement between hospital and patient, role of managers in production in healthcare institutions, promotion efforts taken by commercials for exploiting the market chances using innovative tools for attracting novel patients.

RELATIONSHIP BETWEEN IMC PRACTICES AND PROFIT / GROWTH FOR EFFECTIVE MARKETING / PROMOTION OF SERVICES BY HEALTHCARE ORGANIZATION

It was discussed by Gecikil (2014) that quality of service in healthcare sector is one of main significant indicators of socio-economic growth of nations. Major aim of healthcare services is to provide the healthcare service quality in society and time that peoples demand with probable minimal price, with easiness and solving the problem, believing events as people-centered and listening parties. Service in hospital focused on enhancing the happiness and welfare of society by enhancing, sustaining and safeguarding the wellness of people socially, psychologically and physically.

Sreenivas et al (2013) studied that most of healthcare organizations have developed a culture for marketing which would maximize profit targets. In the services provided by healthcare sector patients are significant people in transforming circumstance, healthcare sector has to struggle for maximum satisfaction of patient. To obtain satisfaction of patient, healthcare marketing plays a main part. Process of marketing encompasses planning for marketing, decision making in marketing and strategies for marketing mix. Han and Hwang (2008) pointed out that marketing of healthcare sector must attempt to maximize the target of novel clients or patients as well as revisit old patients since consumers are ready to revisit and use clinic and healthcare services and facilities.

CONCLUSIONS:

Integrated Marketing Communications (IMC) refers to the process of developing, strategizing, evaluating, and executing well-coordinated, measurable brand communication programs over time. These programs are designed to effectively engage customers, potential clients, and both internal and external stakeholders in a credible and synchronized manner. A review of existing literature indicates that the healthcare industry employs a wide range of marketing and promotional strategies. These include free medical treatments, consultations, traditional and digital media advertising, promotional campaigns, direct and personal selling, sales promotions, interactive or online marketing, public relations initiatives, and media coverage of hospital-related news. Additionally, hospitals leverage platforms such as newspapers, television, and community outreach programs to enhance their visibility and credibility. The analysis also highlights that service-line strategies in healthcare are niche-focused and aligned with organizational objectives, emphasizing factors such as quality outcomes, market share expansion, and patient satisfaction. These strategies translate into effective marketing offerings such as superior surgical outcomes, faster recovery times, accessibility, convenience, and the expertise of medical professionals. Moreover, the healthcare sector actively engages with the public through specialized events, including seminars, expert-led discussions, awareness camps, and other community initiatives. Such interactions serve as crucial marketing tools, reinforcing the organization's reputation and credibility. Literature

findings suggest that activities like patient care, employee performance, public relations, and advertising contribute significantly to building a positive brand image in the healthcare sector. Additionally, hospitals can effectively manage public relations through press coverage, community health camps, and free health checkups, further strengthening their relationship with the public. The research also emphasizes that healthcare marketing should aim not only to attract new patients but also to encourage previous patients to return for continued medical services. Since many consumers are willing to revisit healthcare facilities, strategic marketing efforts should focus on enhancing patient retention and fostering long-term loyalty.

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