
Health Care Marketing: Tools and Techniques

Third Edition

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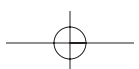
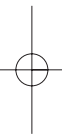
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In Memory of my Grandmother
Dr. Margaret James Mosal
1911–1987



Acknowledgments

Health Care Marketing: Tools and Techniques represents a milestone in that it is my first book published by Jones and Bartlett. This particular work grew out of a previously published work, entitled *Marketing Tools for Healthcare Executives*, a book that was published by Oxford Crest, a publishing house that I founded in 2002. As *Health Care Marketing: Tools and Techniques* and Jones and Bartlett bring the Oxford Crest era to a close, I must thank several people who helped me make Oxford Crest a success.

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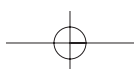
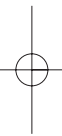
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I am deeply appreciative of the guidance and support offered by the individuals noted above. They each have played a unique and beneficial role in helping me author *Health Care Marketing: Tools and Techniques*.

About the Author

John L. Fortenberry, Jr. serves as Health Administration Department Chair, MHA Program Director, James K. Elrod Professor of Health Administration, and Professor of Marketing in the College of Business at Louisiana State University in Shreveport where he teaches a variety of courses in both health administration and marketing. He received a BBA in Marketing from the University of Mississippi; an MBA from Mississippi College; a PhD in Public Administration and Public Policy, with concentrations in Health Administration, Human Resource Management, and Organization Theory, from Auburn University; and a PhD in Business Administration, with a major in Marketing, from the University of Manchester in the United Kingdom.

Dr. Fortenberry's academic research interests are centered on marketing, notably including the components of advertising, consumer behavior, and strategy. His specific sector interests include health, retail, and transportation industries. *Health Care Marketing: Tools and Techniques* represents his fourth book and his first published by Jones and Bartlett.





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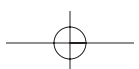
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Preface

Healthcare entities compete in what might be considered the most competitive of industries in an environment of immense complexity. On an ongoing basis, hospitals, medical clinics, pharmaceutical manufacturers, and other healthcare establishments vie against one another in their respective markets for the opportunity to serve customers. Each of these healthcare organizations ultimately is in search of growth and prosperity, and the best managed of these entities will indeed realize this goal.

Marketing is possibly the most critical management responsibility associated with the pursuit and realization of growth and prosperity. Marketing can broadly be defined as *a management process that involves the assessment of customer wants and needs, and the performance of all activities associated with the development, pricing, provision, and promotion of product solutions that satisfy those wants and needs.*

Although most often associated with advertising and sales, marketing is much more encompassing, as its definition implies. Aside from promotions activities, marketing includes such critical functions as environmental scanning, wants and needs assessment, new product development, target marketing, product pricing, product distribution, and market research.

For anyone engaged in the healthcare industry, the importance of understanding marketing cannot be understated. As the healthcare industry is characterized by intense and ever increasing rivalry, marketing becomes all the more essential as a mechanism for achieving success. To assist healthcare administrators, clinicians, students, and other interested parties in gaining an understanding of this important discipline, I authored *Health Care Marketing: Tools and Techniques*.

Written from the perspective of the healthcare marketing professional, *Health Care Marketing: Tools and Techniques* presents a series of 39 essential marketing tools and demonstrates their application in the healthcare

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environment. The tools presented in this work cover a fairly broad spectrum of marketing, including product development and portfolio analysis, branding and identity management, target marketing, consumer behavior and product promotions, environmental analysis and competitive assessment, marketing management, and marketing strategy and planning. The specific tools selected from these broad categories range from time-tested marketing classics to new models that will undoubtedly become classics in time.

Each chapter of this work focuses on a specific marketing tool and, if desired, can be read as a stand-alone document—a convenience that greatly increases the utility of *Health Care Marketing: Tools and Techniques*. For those who are new to marketing, a brief introduction to the discipline is offered in the appendix of this book. A glossary of marketing terminology is also included at the conclusion of this work.

It is my hope that you will find the tools and techniques presented in this book useful in your study of healthcare marketing.

John L. Fortenberry, Jr.

New to This Edition

Health Care Marketing: Tools and Techniques includes significant upgrades that distinguish it from its predecessor, *Marketing Tools for Healthcare Executives*. The chapter count has increased by one from 38 to 39, adding George Day's R-W-W Screen to the book's collection of marketing tools. Readers familiar with *Marketing Tools for Healthcare Executives* will appreciate this new tool as it perfectly complements existing instruments.

Additionally, the beginnings and endings of chapters in this updated work are much improved, with learning objectives situated initially within each chapter, providing a useful outline of chapter content, and exercises situated at chapter conclusions. Importantly, exercises for each chapter include a theoretical inquiry, challenging readers to provide comprehensive overviews of profiled tools and share associated insights, and a practical one, calling on readers to engage in field assessments within their respective local markets, demonstrating their ability to make practical sense of given instruments.

For instructors, the upgrades continue. For the first time, a comprehensive set of instructor resources is available through Jones and Bartlett to those who adopt this text for use in the classroom. Such resources include PowerPoint slides, a test bank, and teaching insights for each chapter. These resources will greatly assist instructors who use *Health Care Marketing: Tools and Techniques* in their efforts to educate and enlighten their students.

