Branding Strategy of East Chestnut Regional Health System (ECRHS)

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Part I: Branding Strategy Impact

ECRHS's current branding strategy

ECRHS's current branding strategy revolves around patients requiring good standard treatment and efficient products. In this way, the organization is expanding its services by acquiring several other medical units. Meanwhile, the strategy to attract patients is overwhelming by introducing new technologies, good administrative decisions, enhancing reputation trends, using modern communication tools, and commitment to excellence (Beise-Zee, 2022). The main focus on products and services has made the branding strategy better.

How ECRHS and its brand(s) are perceived in the market

ECRHS and its brand(s) have perceived a positive reputation in the market. The massive branding efforts by the concerned departments, enhanced satisfaction of the customer community, diversity of services and treatment, leverage on medical expenses, and organizational expansion have earned fame in the market (Jiang et al., 2022). Meanwhile, handling all the managerial tasks with high efficiency during COVID-19 and facing lawsuits without decreasing repute among customers increased the space for this brand in the market.

Negative impacts of legal cases against ECRHS within the community or its consumers, and how they might impact consumers' choice of a health care provider

Undoubtedly, the legal suits against ECRHS have devastated the expectations of the consumer and customer community. The negative impacts due to legal cases may bitterly affect the patients' choices. The consumer community needs a supportive and caring environment instead of an organization involved in legal scandals. But the right decisions of the respective administration at the correct times evaporated such impacts nicely. The truth-based facts through marketing strategy were delivered to customers with a high guarantee of utmost care and service. This ultimately diluted the negative impacts.

How acquisitions of other health care facilities impacted the organization's brand image and consumer choice of ECRHS

The expansion of ECRHS by acquiring more units has boosted the organization's brand image and delivered positive vibes concerning consumer choice. In this context, multiple locations, diversified services, and a variety of treatment facilities attract a huge number of consumers. Meanwhile, the existing customers may feel satisfied and expand the brand image to local and distant areas. In addition, such an acquisition may enlarge the marketplace for the organization (Jiang et al., 2022).

How the handling of the COVID-19 pandemic can impact brand image

The handling of the COVID-19 pandemic may have lasting impacts on the brand image due to its severity, urgency, considerable number of patients, and high costs. But ECRHS's brand strategy left positive and encouraging effects due to several measures taken by the administration. The brand reputation was not damaged due to proper maintenance and efficient handling of the COVID-19 pandemic. Moreover, the intake of female staff and workers also enhanced the potential and positive impact of the brand.

The impact branding strategies have on consumer choice and bargaining power

The branding strategy has a very positive impact on consumer prime selection and bargaining power. The elements of the current strategy, i.e., a strong focus on customer care and quality service, have had a good impact. By offering leverage on treatment expenses, the brand has opened new doors concerning bargaining power to attract more customer slots. Meanwhile, the enormous opportunity at multiple locations positively impacts consumer choice (Beise-Zee, 2022).

Part II: Competitive Strategies Impact

ECRHS's 2 largest competitors, and how their offerings differ from those of ECRHS

The most significant competitors of ECRHS are hospitals and clinics in the context of health services. These competitors offer a variety of health and treatment services. In addition, they have a large number of employees with advanced expertise and specialist slots. Many of these hospitals have branches and networks. Further, insurance companies also present immense competition concerning monetary matters.

Competitors' share of the market

The competitor's share of the market in comparison to ECRHS is high. By providing all the services and products, ECRHS hardly captures about thirty per cent of the market. The remaining seventy per cent is shared among competitors. In this context, about sixty per cent of the market is under the control of private hospitals, while private clinics cherish only a ten per cent share.

Threat of new entrants to the market and the organization

The new entrants in the market are the largest threat to ECRHS. The already existing market competitors have captured about seventy per cent of the marketplace, and this share is increasing with each passing day. Similarly, the new entrants will attract more patients and consumers (Bruijl & Gerard, 2018). Similarly, the new arrivals in the pharmaceutical industry pose a bleak impact on the progress of ECRHS.

Threat of competitive/substitute products/services to the organization

Undoubtedly, the organization faces immense pressure on the competition side concerning substitute products and various services. These products may include home healthcare devices, e-services, and online medical advice. In addition, the modern equipment, advanced health facilities, high investments, and successful attraction of experts by competitors are massive threats to ECRHS.

Bargaining power of customers in the market (high

or low – justify)

As far as the bargaining power of the consumer in the health market is concerned, it is very high. The main reason is the massive variety of choices for the respective customer in the market. Many providers try to attract customers, and customers easily switch off to non-satisfactory products or services (Zhang & Chung, 2020). Such great bargaining power provides patients with ample control over charges concerning healthcare products and services.

How does this bargaining power impact consumer choice in the market, and for ECRHS

Such good bargaining power creates an immense disturbance for the providers to raise prices in the market. This particular situation forces providers to compete in the healthcare market by keeping prices low (Zhang & Chung, 2020). ECRHS is under pressure to keep its charges low, especially competing with private hospitals and clinics. Similarly, customer choices are also shifting away from ECRHS due to the many options available in the market.

Conclusion

From the above discussion, it can be inferred that current competitors significantly impact ECRHS concerning its products and services. Regarding consumer choice, ECRHS is facing increased pressure, primarily based on substitute products and services. The wide range of services provided by competitors at low pricing is mounting challenges that pull its progress downward. The need of the hour is to make crucial decisions to tackle the situation.

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