

Financial and Ethical Impact Analysis for ECRHS's Current Healthcare Marketing

Strategy

Name:

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Introduction

ECRHS is the “merger” of two care institutions including “Archway Hospital” and “East River Medical Center” with the “acquisition” of a third “Northern Mountain Hospital Consortium” care facility. This merger was established 10 years ago to offer improved healthcare services to the Chestnut and nearby communities. This paper looks at the impact of the current healthcare marketing strategy of the “East Chestnut Regional Health System” from both ethical and financial points of view where the organization, ECRHS, serves as the primary subject for investigation and analysis. Furthermore, this impact analysis examines a range of factors to help upper management in ECRHS to have a comprehensive understanding of the effects of their current healthcare marketing strategy.

Mission and Objectives

The main objective of ECRHS is to provide improved and best-possible patient-centered healthcare services to the Chestnut community for which they drive their marketing strategy to emphasize trust, care, quality, and excellence in healthcare delivery. East Chestnut Regional Health System seeks to increase awareness, establish relationships, promote strengths, and expand customer base. The organization focuses on enhancing its visibility and reputation by maintaining strong relationships with existing and potential patients within the community while promoting its services through various channels such as television commercials, print advertising, and social media as well as community outreach programs. ECRHS also aims to attract new patients by highlighting its specialized care, including oncology, women's health,

and advanced medical technology, and showcasing its strengths, including state-of-the-art facilities.

Organizational Structure and Culture

The organization possesses a healthy culture and a hierarchical structure as it places a high value on the health and overall well-being of the patients. The culture of the organization also encompasses the demonstration of healthy behavior on the part of staff members and the growth of its employees both personally and professionally (Grynko et al., 2020). Members of the staff are routinely encouraged to continue exploring and contributing their effective part to the achievements of the organization, predominantly due to the location of the organization that fosters a specific culture. Within the ECRHS, communication is streamlined as the management of the organization has a greater understanding of decision-making which makes ECRHS a hierarchical organization.

Current Marketing Strategies

The method of marketing in the healthcare sector is used to acquire new patients and engage them while providing them with essential medical knowledge and helping them navigate through the healthcare experience of individual patients. Healthcare marketing varies based on traditional and digital settings which is further enhanced through strategic management and effective communication (Rich et al., 2018). Through traditional means and digital tools, marketing strategies help seek out new patients, raise the brand's perceptions, and advertise care services or goods through the channels of direct mail, television ads, and telemarketing, maintaining an extensive and active internet presence. The organization ensures that the patient's trust and comfort are paramount at every stage of the marketing process as the management

provides services through a decentralized network of medical organizations (Ackovska et al., 2020). These strategies are designed to improve patient inflow and compete with local and rival care providers like Banford Medical Center.

Current Financial Analysis

The vast volume of patients within the community that ECRHS attends per annum is the primary driver of how the organization maintains a stable profit margin incurred by the organization's business and increased customer demand. The substantial amount of money that insurance companies offer is also a significant driver of how ECRHS generates profits and revenues which happens due to the consistent and careful monitoring. Furthermore, the healthcare services market is prone to occasional fluctuations, but they are minor and depend on the situation of the economy the majority of the time. This makes the market for healthcare services a little challenging but the sizeable portion of the market that ECRHS secures is the direct outcome of how the organization has diligently built its presence and reputation.

Competitive Advantage

Due to its unwavering commitment to providing personalized and quality care to patients as well as a comprehensive range of healthcare services in the market, ECRHS has a competitive advantage over its rivals. ECRHS emphasizes ethical marketing practices such as honesty and transparency in their communication strategies which help this organization to build patient trust and enhance the organization's reputation against its rivals in the local healthcare market. Moreover, the introduction of specialized service lines such as neonatal intensive care centers, breast cancer care centers, and general gynecology not only meets specific community needs but also differentiates ECRHS from competitor medical institutions. The strategic expansion plan of

the organization such as new facilities like a free-standing emergency center and a variety of specialized services through marketing channels such as digital marketing and partnerships with local organizations position ECRHS well to meet future healthcare demands.

Current Value Chain

As ECRHS is the association of three care facilities including “Archway Hospital”, “East River Medical Center”, and “Northern Mountain Hospital Consortium”, the CEO of the merger organization has the aim for the upcoming 1 year to provide a competitive advantage to the marketing team. It involves the identification of current value chains for which the CEO has assigned a task to the marketing team in Chestnut and nearby communities. The upper management of the merger is expected to develop a communication plan along with an effective branding strategy channeled through traditional or digital mediums in order to mitigate the negative perception and decision of the Chestnut community related to leaving the “Accountable Care Organization”.

Current Target Market

ECRHS currently targets several key demographics in its healthcare marketing strategy with its primary focus on women, particularly those who are expected to utilize the organization’s services at the breast care cancer, gynecology department, oncology department, and neonatal center. In addition, the target audience that ECRHS aims to focus on is individuals from various socio-economic backgrounds and businesses of different industries, collectively the broader community. This strategy of targeting a specific audience of Chestnut and nearby communities aligns with ECRHS’s objective to provide comprehensive, high-quality, and

personalized care services to the unhealthy population that meets the diverse needs of the community.

External Environmental Factors

Some of the key external environmental factors involve technological advancements, regulatory changes, industry trends, market competition, and demographic changes. Compliance with new laws and regulations along with continuous investment in digital marketing tools is crucial to reach and engage new patients. In addition, the overall economic downturns and spending influence patients' ability to afford care services, impacting ECRHS's marketing budget and revenue. These external factors require the organization to adjust its marketing focus and communication strategies.

References

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