

Marketing Research

Name:

Institution:

Course Title:

Assignment Name:

Instructor:

Date:

Marketing Research

Background & Objective of the ECRH's Marketing Research Analysis

The “East Chestnut Regional Health System” is the health system created from a “merger” combining three major health systems in the Chestnut Region. These systems included “Northern Mountain Hospital Consortium”, “East River Medical Center”, and “Archway Hospital” according to the case study. The case study also presented that the merger localized and collaborated an effective health system to support East Chestnut’s population. This analysis paper focuses on the consumer choice elements of the marketing strategy with the major objective of the primary marketing research for the ECRH (East Chestnut Regional Health System).

Furthermore, the paper focuses on the strategy of the Women’s Health Services department which is presented in the case study from Marketing Consultant “Faith & Main” with a focus on efficient and effective tools and market considerations. In terms of secondary research analysis, the paper provides examples of Market Research from other women’s health systems that share similar strategies and leverage points that can be utilized to bring forth positive outcomes of the marketing strategies. In my analysis, I will also provide additional information on research related to considerations yielding results for Women’s Health Services being available at the lowest price while ensuring the marketing strategy offers results proactive to the ECRH system.

Research Analysis of “Faith & Main” Consultants

As per the case study, the vision of the “merger” of 3 major health systems was to optimize healthcare through transformational leadership. The ECRH collaborative merger

delivered quality healthcare services across various demographic populations in the East Chestnut's sector. The Faith & Main marketing consultants' major emphasis was to create a marketing strategy conducive to specified care services especially related to Women's Healthcare Services. Besides, there were many focused aspects presented in the marketing case of East Chestnut Regional Health system which warranted an improvement through effective and efficient marketing strategies to improve the overall healthcare to the service population.

However, the significant aim of the Faith & Main Consultants' analysis through the survey on women's health services involves opening the neonatal intensive care, recruiting professional and best-in-market physicians for the women's healthcare system, the inauguration of the breast cancer center, and improving the overall care standards for the East Chestnut's community. Moreover, the report presented by Faith & Main consultants shows that strategic marketing planning of East Chestnut Regional Health system in the area of care system for women aided the care center and staff members of the organization in exploring and creating more prospective ideas for dealing out with effective care services to the targeted community of East Chestnut.

Marketing Strategies Faith & Main Consultants Suggested for ECRH

Marketing research refers to gathering the quantitative and qualitative analysis of products or services with the goal of exploring existing marketing tactics and crafting new strategies to create business opportunities for the organization. According to the case study, Faith & Main Consultants were hired by ECRH's Women Health Services system which provided the report that approximately 72% of Chestnut's women and 30% from the neighboring communities would be able to receive improved healthcare services through the merger of ECRH compared to

its competitors in the market. However, the report emphasized a thorough review of the marketing and planning strategy for the women's health department, especially for the "newly opened centers" including the "oncology department", "neonatal intensive care center", and "breast cancer care center". The report mentioned that ECRH's Women's Service line should create a pool of best-in-market physicians and doctors across various departments through the strategic marketing strategy to accommodate better outcomes on the part of the officials of ECRH's brand.

Furthermore, the Faith & Main Consultants also suggested that the care facility for women in the ECRH and beyond should organize and provide improved healthcare service through maintaining effective communication and marketing planning. The report suggested that the merger of ECRH could use digital media to meet consumers' expectations through their high-quality healthcare services across social media platforms, aligning new centers' requirements and actions altogether with the healthcare market needs (John et al., 2018). Consultants also reported the need for proper training programs and the review of staff performance in order to boost employee motivation and satisfaction.

Summary of the Secondary Marketing Research

The author, Goddard, in the research study titled "Competition in Healthcare: Good, Bad, or Ugly?" explains how through complex demands in the healthcare sector managers are able to address the marketing demands of their respective organizations. Goddard presents that complex demands in healthcare often lead to critical consequences for millions of Americans due to the lack of knowledge of marketing tactics and management strategies (Goddard, 2015). In addition, Kay (2007) mentions that healthcare organizations need to contract with major marketing

consultants in the market to achieve their vision of integrated care and values of innovation and quality. The author mentions that the management should contract with the organization to reach the strategic goal of the healthcare facility through management and marketing (Kay, 2007).

Conclusion

Faith & Main presented the marketing research report of East Chestnut Regional Health system in which the Consultants mentioned the new Women's Health Service line of ECRH which has improved the rate of loss of life in neonatal intensive care and provided preventive and palliative care in Breast Care Center. The organization accessed the women's service line through the nurse navigation system to offer overall quality healthcare service. The Consultants suggested that the ECRH's women's service line needs effective marketing and planning strategy for their services and costs while keeping in view the pricing criteria of the merger's competitors in the Chestnut's and neighboring market as well as the expectations of the East Chestnut community.

References

- Goddard, M. (2015). Competition in healthcare: Good, bad or ugly? *International Journal of Health Policy & Management*, 4(9), 567-569.
- John, S., Larke, R., & Kilgour, M. (2018). Applications of social media for medical tourism marketing: An empirical analysis. *Anatolia: An International Journal of Tourism and Hospitality Research*, 29(4), 553-565.
- Kay, M. J., (2007). Healthcare Marketing: What is salient? *International Journal of Pharmaceutical and Healthcare Marketing*, 1(3), 247-263.