

Marketing Mix Strategy

Name:

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Date:

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ECRH is the focal point for providing customer value-driven services to the patients throughout the five counties of the East Chestnut. The merger of ECRH is composed of the senior collaborative medical team where every staff member paddles the boat with one vision as a team to provide quality healthcare services to East Chestnut and neighboring counties. The organization's value is to provide top-of-the-line services through the integrated ECRH health system. The ECRH integrates its value while working cohesively with the marketing department to market the merger's name or products through a group of strategies or initiatives adopted by ECRH, collectively known as the marketing mix. This essay develops the marketing mix strategies for ECRH focusing on what works well, especially with the service line of women's care services.

Part I: Product Strategy

The ECRH provides an array of services through its clinics, perioperative services, marketing department, and so forth to its customers or patients compared to its competitors in the market. Therefore, the organization needs to develop a roadmap with strategic marketing initiatives and campaigns that target patient groups, especially women. For example, women from lower-income families could be a target for which the organization tailors services.

- **Value Proposition**

On the basis of customer value, the organization focuses and offers more services to women, especially pregnant women of all ages, through breast cancer care, women-centered education, and a neonatal intensive care unit, ensuring no woman is turned away from receiving quality care. For collaborator value, ECRH welcomes any healthcare facility to assist draw in

more women customers and to enhance the provision of quality and improved healthcare services. For this, the merger has to establish connections with the local nursing homes, private physician clinics, and rescue services in order to provide patients with healthcare protections. In terms of the organization's value, ECRH can offer competitive services with those of the competing healthcare facilities so that the organization can attract clients, especially women with healthcare needs, to come to ECRH without maximum wait times. For this, ECRH needs to provide top-notch healthcare services, increase obstetrical deliveries, create a new neonatal care center unit, increase staffing of the cardiology department, maintain a competitive edge over Banford Medical Center, and must achieve all the organizational objectives.

- **Product/Service Strategy**

As the ECRH is down 20% in obstetrical deliveries, it needs to incorporate the geographic and demographics of specific women groups into the marketing. For instance, women from lower-income strata could be included by the marketing department in the attention-grabbing content posted on social media platforms like Facebook to lure women for exclusive care services (Kotsenas et al., 2018). The marketing department can run campaigns through target ads on digital platforms to attract the women community of the target demographics because, in today's post-modern world, people become highly influenced by what they see on social media as millions spend countless hours on digital platforms (Kitchen & Proctor, 2015). In terms of how the products or services of ECRH differ from those of the competition in the market is that the organization offers primary services like specialist visits and radiology services which make it more unique from its competitors. Moreover, the upcoming inauguration of the cancer care center will attract top professionals, radiologists, oncologists, and nurses from the nation to this newly created cancer care brand.

Part II: Pricing Strategy

Pricing strategy for any company is the value assigned to the product or service. This value is often influenced by a wider variety of variables including supply and demand and manufacturing costs. The merger of ECRH will bill for the services focusing on quality care for women given on a per-visit basis, with each visit to the care facility costing approximately \$100. However, the ECRH's competitor BMC might charge \$300 for basic obstetrical one-visit. The ECRH will also utilize several strategic techniques to determine the cost of services provided to the patients, especially women clients. The healthcare center will also support the new price plan including insurance coverage for identical healthcare services as the prominent source favoring the marketing research for the organization.

In addition, ECRH should waive the out-of-network cost of a pap smear, a procedure which collects cells from the cervix for testing, which could be \$40-\$125 while including only one service for free-of-charge including laboratory tests or ultrasound to attract women clients further. The elimination of the pap smear cost depending on the location of the facility would help lower the price to attract customers further which will make potential clients understand that they are receiving quality care on affordable standards. Thus, the cost of providing one visit to the women's care centers which is determined by the cost of comparable services and the cost of providing the service is the basis for the new pricing approach. The cost of similar services provided by competitors like BMC serves as secondary market research in support of the new pricing strategy.

Part III: Placement Strategy

The strategy of placement involves the company's basic goal of an effective distribution or sale pattern which draws the customers' attention. This strategy is the point of sale for any

organization to make it simple for the consumers to purchase a product or service. For this, ECRH should recruit a female to create a 60-second or more video in order to capture consumers' attention, maintain it, and execute the message or vision of the organization being promoted to the potential clients. The ECRH can also promote its message related to the updated product or service through other communication channels like print media, internet advertising, and email marketing. The ECRH will have to make use of conventional media other than social media platforms to offer its new or revised product or service in order to make sure that the organization's updated message related to the product or service can effectively and efficiently reach the target consumers of the quality care, especially in women's service line.

In addition, the organization can use varied types of placement strategies to sell and market its services in East Chestnut and neighboring communities including intensive and selective placement strategies. The intensive placement strategy involves a company managing its products or services through various facilities whereas the selective placement strategy involves an organization placing its products or offering its services from specific facilities or platforms (Foster et al., 2014). Case in point, ECRH can adopt both placement strategies to capture the attention of new customers without distracting them from the engagement of visits to the women's service line. ECRH through its effective adoption of placement strategy can achieve brand recognition among its competitors and can effectively reach its target market.

Part IV: Promotion Strategy

Through the range of traditional advertising and digital advertising strategies, ECRH will utilize billboards, print advertisements, videos, direct mail, electronic mail, and television spots to advertise its newly released, revised, or updated products or services to the East Chestnut and neighboring communities. For instance, a large population of baby boomer women subscribes to

the World Health Magazine. ECRH can use this channel to convey its message related to the updated services it offers for women's care. For this entire advertising system, ECRH needs to have a great budget since it suffers from a lack of women's healthcare services and needs to work on new women's care centers including neonatal intensive care and breast cancer center. For long-term strategic goals, the organization needs to revolutionize its marketing department to strengthen its weak brand identity.

Therefore, the ECRH will need a road map for the marketing budget to be rolled out in order to promote and market its services through digital initiatives. For this, the organization needs a \$2 billion comprehensive budget for traditional marketing and online advertising to address declining departments such as women's service lines and to improve brand identity. ECRH should also allocate a heavy budget for its website improvement including SEO optimization and Call-to-Action (CTA) strategies to capture the attention of potential customers through digital channels to offer information about products or services (Klepek & Starzyczna, 2018). In addition, through all promotional elements, the mission and vision of ECRH should be communicated to connect people with the service and loyalty of ECRH for a lifetime and beyond.

Conclusion

ECRH aims to provide patient services and quality care services to the five counties of East Chestnut and neighboring communities by connecting the patient community through loyalty and service that exceeds their expectations. To ensure this public relations strategy is put into place, ECRH needs a marketing strategy mix so that patients receive their desired care services while the ECRH grabs favorable media attention. To create awareness of the brand and the services it offers to the East Chestnut community, competition with local care facilities like

BMC may be used in order to emphasize the importance of good care services. Therefore, a coordinated and unified message through all promotional elements including traditional marketing and online advertising emphasizes the need to improve the overall quality of life through medicine, compassion, and empathy which is the mission and vision of ECRH.

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