

Marketing Analysis Report

Name:

Institution:

Course Title:

Assignment Name:

Instructor:

Date:

Marketing Analysis Report

As a program manager for a healthcare system, I have developed this marketing analysis report for the selected care facility to determine the organization's position from a market-based perspective. This report analyzes the market perspective of the selected organization which is Parkview Medical Center by researching market demographics, examining how demographic data can be used to effectively brand care services to care consumers, and assessing how marketing data can be used by an organization to target care consumers.

Selection, Location, and Services of the Care Facility

The care facility selected for the marketing analysis report is Parkview Medical Center located in Colorado, United States of America, which includes walk-in clinics that offer same-day services for non-emergency medical issues without the need for an appointment. It is a comprehensive medical facility of walk-in clinics that provide general and specialized medical care services, outpatient services, surgical procedures, and emergency services (Agarwal et al., n.d.). The facility provides convenient access to care for illnesses with extended hours on holidays as it is equipped with state-of-the-art technology to provide high-quality care to the community of Colorado and the neighboring communities.

Demographics of the Consumers Using Parkview Medical Center's Services

The primary consumers of the facility range from young people to senior citizens of the community who frequently require care services. The gender distribution of the significant population of young adults and seniors is fairly balanced. The community has a slight "predominance" of women (Keith et al., 2019). Furthermore, the population of Colorado includes a mix of Hispanic, Asian, and African American communities. Therefore, the walk-in

clinics of Parkview Medical Center particularly offer gynecological and maternity services. The Parkview Medical Center serves a diverse income bracket of the Colorado population. Some of the individuals are from low-income strata who majorly rely on Medicaid and some are from high-income brackets who can afford their own private insurance. Moreover, consumers of Parkview's care hold college degrees and a significant portion of individuals hold higher qualifications.

Marketing Approach Used for the Parkview Medical Center

The marketing strategy that the Parkview Medical Center adopts mainly revolves around the reputation of the care facility in the local healthcare market against its competitors and also the provision of high-quality care that it offers especially to its female care consumers. The branding and marketing of the care facility highlight its advanced medical technological tools and highly skilled best-in-the-market staff. The branding strategy of the Parkview Medical Center through comprehensive service offerings focuses mainly on reliability, trust, and community engagement. The Parkview Medical Center relies on traditional methods for the provision and branding of high-quality care, emphasizing its reputation in the local newspapers and billboard campaigns targeting those who do not rely on digital platforms. However, it also uses digital platforms such as Facebook, Instagram, X, and other social media apps to convey its mission to a broader audience. Moreover, the care facility of Parkview Medical Center engages with the Colorado community through real-life patient testimonials and informative health blogs.

Targeted Audience of Parkview Medical Center

According to the Demographics analysis for the Parkview Medical Center, the facility targets varied consumers of care as its multiple targeted audience segments. The targeted

audience of the young adults and senior citizens of the community relies on community engagement activities and traditional methods of marketing in order to highlight care facility's services such as chronic disease management. On the other hand, social media platforms are used to target young audiences in order to offer wellness programs for pediatric care and maternity services for predominantly female consumers of Colorado. The awareness of Medicaid and other financial assistance programs can also be promoted to the targeted audience of the Parkview Medical Center through partnerships with local companies and outreach programs. Moreover, the multilingual staff members cooperate with ethnic audiences, ensuring inclusivity in healthcare services.

Marketing Techniques for Different Demographics Other Than Parkview Medical Center's Demographics

Marketing techniques should be tailored through effective digital marketing via social media platforms which address the habits, needs, and preferences of different demographics other than Parkview Medical Center's demographics. While social media platforms are an effective channel for delivering the mission of the organization, traditional methods such as billboard campaigns may respond better to senior consumers of healthcare services. Middle-aged adults should be approached through a balanced approach of marketing such as a blend of traditional and modern ways through email newsletters alongside printed brochures. It is also crucial that marketing content should be available in multiple languages to address ethnic communities' concerns as well as in an easy-to-understand format which can reach ethnic groups effectively.

Conclusion

In a nutshell, adapting to the distinctive characteristics of different demographic brackets is essential for healthcare marketing techniques. Parkview Medical Center can employ a mix of traditional and modern ways of marketing and branding to engage the community and meet Colorado or neighboring communities' care needs effectively. This targeted approach to marketing and the targeted audience would improve the care facility's position in the competitive healthcare market.

References

- Agarwal, S., Griffith, M. L., Murphy, E. J., Greenlee, C., & Boord, J. (n.d.). Parkview Health Research Repository. *Innovations*, 1, 1–2021.
- Keith, K., Corlette, S., & Hoppe, O. (2019). *Assessing Responses to Increased Provider Consolidation*.