

ANALYSIS OF THE MARKETING MIX IN A MEDICAL CENTER

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Abstract:

The international Covid 19 pandemic has fundamentally changed the activity of all businesses. In this context, the importance of health industry and medical centers that offer post-Covid medical recovery services has increased.

The article analyzes the marketing mix in a medical center. The components of the marketing mix are extensively analyzed: the product mix, the price mix, the distribution mix and the promotion mix.

Finally, a series of recommendations are offered to improve the activity within these medical centers.

Key words: marketing, marketing mix, medical center, medical recovery.

JEL Classification: M31, M39.

1. Introduction

The increased competition on the market makes it necessary to know in more detail our own resources in order to resist the competitors in this field and to be able to offer products as qualitative and diversified as possible. Knowing the own resources of the organizations in the medical field, their positioning on the medical market but also the opportunities to promote offered products is a primary necessity in these conditions.

The international Covid 19 pandemic has fundamentally changed the activity of all businesses. Such a domain is health and marketing has begun to be an indispensable activity in this field and a main component of it is the marketing mix.

2. Literature review

The marketing mix is one of the dominant ideas of modern marketing theory and practice. The marketing mix is a set of controllable tactical marketing tools that the enterprise combines with the aim of producing the desired reaction in the target market. It contains all the elements that a company can use to influence the demand for its product. These elements can be divided into four categories of variables, known as the “four P's”: product, price, placement (or distribution) and promotion (van Waterschoot, van den Bulte, 1992).

The **product mix**, also called the product assortment, is the set of items and product lines that a trader offers for sale to buyers.

The **price mix** aims to establish a certain price level that takes into account the purchasing power of users, the urgency of some services, the possibilities of firms to execute certain products and even the possibility for the company to support the purchase of products or services of great utility for citizens (Marinescu G. et al, 2004).

The **promotion mix** consists of a specific combination of advertising tools, personal selling, sales promotion and public relations, used to achieve their marketing objectives. The four main promotional tools are (Kotler Ph. et al, 1998):

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- advertising: any form of non-personal presentation and is the promotion of employees, goods and services for a fee, by a particular sponsor;
- personal sale: oral presentation, made in a conversation with one or more potential buyers, with the aim of selling a product or service;
- sales promotion: providing short-term incentives to encourage((Marinescu G. et al, 2004). e the purchase or sale of a product or service;
- public relations: establishing good relations with different public bodies within the company's environment by obtaining a favorable publicity, creating a good image about oneself and preventing the appearance or denial of rumors, news or unfavorable events.

The **placement (distribution) mix** is distinguished by the fact that it facilitates the presence of the desired products (services) in the places of sale frequently visited by potential buyers and this involves a special effort on the part of producer or commercial agents. Careful monitoring of the distribution policy can identify the ways of rationalizing the distribution of products and avoid situations in which distribution activities take place without a rigorous economic justification (Marinescu G., 2004)

3. Research methodology

The analysis of the marketing mix was carried out on an enterprise in the field of medical recovery. This enterprise, I.S. Kinetic Help S.R.L. is a simulated enterprise that was created in 2020 by an enthusiastic group of students in the funded project European Social Fund by Operational Program Human Capital 2014-2020, Priority 6: Education and skills “Facilitating the Transition from Education to Employment in Health - Balneophysiotherapy and Recovery”.

4. Results and discussion

4.1. The product mix

Simulated Enterprise IS Kinetic Help S.R.L. has as main activity human health (medical consultation and physiokinotherapy treatments). I.S. Kinetic Help offers a wide range of medical services to its patients. These medical services are addressed to any age group, from the first few days of life to the earliest age, satisfying any medical or medical care needs.

Medical Rehabilitation is a clinical independent medical specialty, responsible for preventing, diagnosing and treating people with neuro-musculoskeletal affections. Its purpose is to enhance and restore the functional ability and the quality of life.

Physical therapy is the science that studies the mechanisms of action of physical factors such as massage, mud, water, light, heat, electricity and their use for purposes of treatment, recovery and prevention in the treatment of several affections of the human body.

Kinotherapy is the therapy through moving, with thoughtful recovery programs.

Rheumatology is the specialty that deals with the detection, diagnosis, treatment and recovery of patients with diseases regarding the musculoskeletal system.

The affection treated:

- degenerative - osteoarthritis;
- inflammatory - autoimmune, metabolic, infectious, joint or muscle impairment in the context of the systemic disease.

So, the main services that the I.S. Kinetic Help offers are:

A. Medical consultations in the specialties:

- Medical recovery;
- Rheumatology.

B. Treatments:

- Physiotherapy;
- Physiotherapy,

- Massage;
- Nutrition and weight loss.

4.2. The price mix

The pricing policy within I.S. Kinetic Help contributes to the development of the most suitable medical services at appropriate prices for its customers. This strategy is very well undertaken because the target customers are very well informed about the prices and benefits offered.

The enterprise prices are competitive in the market. The price strategy is one of medium price, with an emphasis on the quality of the medical services offered. The enterprise prices are as follows (table 1):

Table 1 The prices of I.S. Kinetic Help services

Medical service provided	Prices (lei)
Medical examination	100.00
Medical control examination	0.00
A second control examination	50.00
Intra-articular infiltration	30.00+solution
Intra-articular infiltration with viscoelastic solution	30.00+solution
Lasertherapie 5`	10.00
Individual kinetotherapy	75.00
Galvanization	10.00
Ionization	12.00
Dynamic currents	10.00
Trabert	10.00
Tens	10.00
Interferential currents	10.00
Short waves	20.00
Ultrasound	15.00
Magnetotherapy	15.00
Rectangular pulse currents	10.00
Exponential pulse currents	10.00
Galvanic bath	20.00
Paraffin applications	15.00
Regional massage 10`	25.00

4.3. The distribution mix

In order to be able to reach patients who cannot move, when needed the company uses Bolt services, with which it has partnered. Partnerships are also concluded with large medical clinics, but without the physio-kinetotherapy component (such as MedLife, Sanador).

4.4. The promotion mix

From a marketing perspective, one of the most difficult and important tasks is promotion. This system makes a logical, natural link between promotions, customers, revenue and business.

Without proper promotion, there would not be enough customers, without enough customers, without enough customers, there would not be corresponding revenue for the organization and without revenue, we would not be able to talk about any economic activity.

As a promotion techniques used within the simulated enterprise are a institutional advertising: various posters have been made, advertising materials in bright colors, to draw the attention of customers to the medical services performed. We can also note the company logo "We are a team for your health" (figure 1).



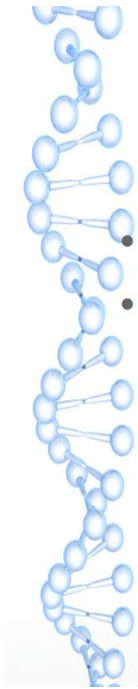
Figure 1 The colors and logos of the enterprise

Another poster with a high impact on the public was the one through which students perform various real physio-kinetotherapy treatments during practice classes (Figure 2).



Figure 2 Poster presenting medical activities and physio-kinetotherapy treatments

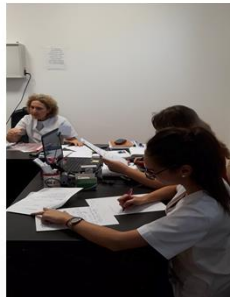
Another poster also presents the special offers created for patients, a very interesting idea being the introduction of online consultations (figure 3).



Special Offer!

In new times, adapted offer!

- On-line consultation
- On-line physiotherapy exercise, customized for your needs



- You can contact us on our Skype address:

Kinetic Help
between 12.00 – 14.00,
from Monday to Friday.

Figure 3 A special offer of the enterprise

In order to be able to carry out the different activities within the project and for meetings with other simulated enterprises, the registration was made in the Network of Exercise Companies / Simulated Enterprises on the website www.roct.ro (figure 4).

The screenshot shows the website for IS KINETIC HELP SRL. The page layout includes a navigation menu with links for 'firme de exercițiu', 'intreprinderi simulate', 'parteneri', 'galerie', 'contact', and 'blog'. The main content area is divided into several sections:

- Comunicări 2022/2023**: A list of communications for the year.
- Situație statistică**: A section for statistical information.
- Marca de calitate**: A section for quality marks.
- Competiția Business Plan**: A section for business plan competitions.
- POSDRU/57/1.3/S/33440**: A section for project funding information.
- Noiembrie 2022**: A calendar for the month of November 2022.
- Noutati**: A section for news and updates.
- Informații utile**: A section for useful information.

The central part of the page features a 'Sumar Companie' (Company Summary) for IS KINETIC HELP SRL, located at 'Universitatea de Medicină și Farmacie Grigore T. Popa, str. Universității nr. 16, Iași, jud. Iași'. It provides detailed company information:

- Detalii Companie**: C.I.F. RO1210018727, Nr. Reg. Com: J22/424/15.01.2020, Serie certificat: A-IS, Numar certificat: 20018727, Tip activitate: Servicii.
- Date Contact**: Telefon: 0232213573, E-mail: kinetichelp@yahoo.com, Website: <http://www.urmfiasi.ro>.
- Capital Social**: Capital Social: 200, Acțiuni: 20, Valoare Acțiune: 10.00.

Figure 4 I.S. Kinetic Help website on Network of Simulated Enterprises

Through this registration, it was possible to achieve participation in many fairs and exhibitions, from where several prizes were obtained (portfolio of presentation in English and Romanian language and the video spot section).

5. Conclusions

The relationship between the enterprise and its patients is a complex one, and the way in which these relationships are managed through the marketing mix can have a decisive impact on the current activities and the success of the enterprise.

It is progressively formed in time from information obtained from the press, from the advertising actions carried out, but also from the satisfaction obtained by patients as a result of the medical services received.

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