

ANALYSIS OF THE MARKETING ENVIRONMENT IN A MEDICAL CENTER

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Abstract:

The current world crisis is an incentive for the intensification of marketing activities for many companies. The analysis of the marketing environment represents the study of factors and forces, the relationships between them and their potential effect on the company.

The article presents the particularities of the marketing environment within a medical center that provides medical recovery services. The elements of the marketing microenvironment analyzed are: the company, the suppliers, the clients, the intermediaries, the competition and stakeholders but also those of the marketing macroenvironment: the demographic environment, the economic environment, the political-legislative environment, the natural environment, the technological environment and the socio-cultural environment.

Key words: *marketing, marketing microenvironment, marketing macroenvironment, medical recovery.*

JEL Classification: M31, M39.

1. Introduction

The COVID pandemic has decisively changed global economic activity and affected many organizations. One area that has undergone profound changes has the health domain. After the post-pandemic period, a sector that is developing a lot is that of health care, and the post-covid medical recovery.

The current global crisis is an incentive for the intensifications of marketing activities for many companies. In this new context, the marketing activity within these organizations, acquires a new approach and a new importance in order to impose itself on a competitive market.

2. Literature review

The marketing term also designates a well-defined field of science, a certain discipline, an endeavor, a practical activity or a function of the organization. But the concept of marketing also suggests a certain way of thinking, but also of action within an organization (Marinescu G., Boldureanu D., 2004).

An important element of marketing is the marketing environment of an organization.

The marketing environment is made up of those agents and forces, other than marketing, that influence the ability of top management to establish and maintain profitable connections with the company's customers. The marketing environment is characterized by both favorable opportunities and threats. Organizations must create their specific information and research systems in order to track the dynamics of the environment in which they operate, adapting their marketing strategies to its trends and evolution (Kotler Ph., et al 1998).

The marketing environment has two main components: the marketing microenvironment and the marketing macro-environment.

The marketing department has the task of creating attractive offers for the consumers targeted by the enterprise. The success of the initiative will also be determined by the economic

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agents that make up the **marketing microenvironment** of the company, namely: enterprise, suppliers, intermediaries, customers, competitors and other audiences (stakeholders).

Enterprise is a main component of the microenvironment and includes: the organizational structure (functions and relationships within any organization), material, financial, human or informational resources.

Suppliers are undertakings or individuals which provide the necessary resources for the undertaking to produce its goods or services. The situation of suppliers can decisively influence the activity of the company: the delivery of materials with delay or shortages, strikes affects short-term sales, and in the long run they have a negative influence on the reputation of the company.

Customers are the most important elements of any organization, and a good relationship is defining for any activity.

Intermediaries are businesses that help promote, distribute and sell products to consumers. This category includes traders, physical distribution firms, providers of various services and financial intermediaries.

Competitors are the other companies that produce similar goods and services. In order to be successful, a business must meet the needs and requirements of consumers better than its competitors. It must not only adapt to the needs of its consumers, but it is necessary to create a strategic advantage for itself, positioning its offers in such a way that they clearly differentiate themselves in their minds from the offers of competitors.

Other interest groups include various other categories of public who show an actual or potential interest in the enterprise or influence on its ability to achieve its objectives. Among them we mention (Kotler Ph., et al 1998):

- financial bodies (banks, investment companies and shareholders) that influence the firm's ability to obtain the necessary funds;
- the media: newspapers, magazines, radio and television stations transmitting information about the enterprise;
- citizens' associations (offices for consumer protection, animal protection, environmental organisations, etc.);
- central and local public administration for lobbying, participation in various meetings, activities to support noble causes;
- the general public - a positive public image influences the volume of dissolutions of any organization;
- own staff (employees, managers or board of directors) - when employees are satisfied with their situation within the enterprise, this positive attitude is also transmitted to the public outside the organization.

Any enterprise operates on the market, along with other economic agents, under the influence of some component factors of the marketing macro-environment, which create favorable opportunities and raise threats against it. The most influential factors of the **marketing macro-environment** are: the demographic environment, the economic environment, the political-legislative environment, the natural environment, the technological environment, the socio-cultural environment (Kotler Ph., 1997).

Demographic environment is a particular interest to the enterprise because it is made up of people, and they form the enterprise market.

Economic environment contain factors that influence the purchasing power and structure of consumers' expenses.

Political-legislative environment with all the normative acts (laws, government ordinances, decrees, decisions) that influence the activity of the enterprise.

Natural environment includes all the natural resources that are necessary for carrying out the activity of the enterprise.

Technological environment – the technical and quality level of the products on the market.

Socio-cultural environment composed by the institutions and factors that influence the basic values, their way of perceiving, the preferences and behavior of the members of society.

3. Research methodology

The analysis of the marketing environment was carried out on an enterprise in the field of medical recovery. This is a simulated enterprise, entitled I.S. Kinetic Help, established by the students of the Faculty of Medical Bioengineering, the specialization of Balneophysiotherapy and Recovery within a research project that simulated the management and administration of an enterprise in the field of medical recovery.

4. Results and discussion

The analysis of the marketing environment of an enterprise in the field of medical recovery was divided into the marketing microenvironment and macroenvironment.

4.1. Marketing microenvironment

4.1.1. Enterprise

The headquarters of I.S. Kinetic Help is inside the University of Medicine and Pharmacy “Gr. T. Popa” Iași, a central location in the city of Iași.

The mission of the company is to provide medical recovery services - rehabilitation and rheumatology. It aims to provide patients with complete medical services, at a high quality standard using state-of-the-art medical equipment.

The medical services offered by I.S. Kinetic Help are the following:

- medical consultations;
- rheumatology;
- medical recovery;
- individual physical therapy;
- physiotherapy;
- therapeutic massage;
- nutrition and weight loss.

From an organizational point of view, the company has as employees: 2 physical therapists, 1 nutrition employee and 1 nurse.

The medical equipment is a modern one, purchased in recent years and which includes: medical combines, shock wave, shortwaves, diaflux magneto, tecar, etc.

Also, the endowment of the enterprise includes 3 computers, 1 printer and 1 landline phone.

4.1.2. Suppliers

The main categories of suppliers of I.S. Kinetic Help are:

- medical equipment suppliers: BTL, Evomed, MedMarket;
- suppliers of consumables: for office items, gels, disposable materials (sheets, paper);
- suppliers for the disposal of toxic waste: syringe needles, gloves, masks, cotton wool;
- utility providers: water, energy, gas, sanitation, telephony, Internet;
- suppliers of medical equipment,
- providers of accounting services.

4.1.3. Customers

The clients are represented by patients of various ages who require medical rehabilitation, rheumatology and nutrition services (with or without a referral from the family doctor). Here are treated, also, muscular and joint diseases (medical recovery services), recovery of patients with musculoskeletal diseases (rheumatology).

4.1.4. Intermediaries

The main intermediaries of IS Kinetic Help are:

- large clinics without a physiotherapy component (MedLife, Sanador, etc.)
- medical service insurers (Omniasig, Asigurări Allianz Țiriac, Sanapro, GroupAma, etc.)
- various NGOs.

4.1.5. Competition

IS Kinetic Help's competition is represented by the main medical recovery clinics that have a contract with the Iași County Health Insurance House. These are:

Table 1 The main competitions of the company

Name	Address
SC Transmed Expert	Str. Perju No.9
SCM Medfiz	Str. Canta No.2
SCM Hygeea	Str. Hatman Șendrea No.2
Clinica Providența	Șos. Nicolina No.115
Fiziomedica SRL	Șos. Arcu No.5
Fundația Gr.T.Popa	Str. M. Kogălniceanu no.9-13
CMI Medicină Fizică și Recuperare	Str. Hatman Șendrea No.2
Arcadia Policlinic SRL	Str. Sărărie No.28
Analda SRL	P-ța Unirii No.2

Another category of competitors is represented by individual medical practices, which do not have a contract with the Iași County Health Insurance Company.

4.6. Interest groups (“stakeholders”)

The main interest groups (“stakeholders”) of I.S. Kinetic Help are:

- banks (Banca Transilvania, Libra Bank, BRD) for medical leasing operations;
- public bodies: Iași County Health Insurance House, Iași Public Health Directorate, Iași Territorial Labor Inspectorate;
- local mass media - local television stations (TVR Iași, Antena 1 Iași, Tele M), local radios (Radio Iași, Radio Hit, Radio Viva Fm), local newspapers (Ziarul de Iași, Bună Ziua Iași, Evenimentul de Iași) .
- civic associations (County Commissariat for Consumer Protection of Iași).

4.2. Marketing macroenvironment

4.2.1. Demographic environment

IS Kinetic Help is located in the city of Iași and addresses all patients from the North-East Region, but especially those from Iași County.

Iași County is located in the historical region of Moldova, occupies an area of 5,476 square kilometers, which represents 2,3% of Romania's area, and has a population of 794,752 inhabitants. As an administrative division, the county has 2 municipalities, 3 cities and 94 communes.

An important segment of patients is represented by pensioners. In 2021 year the average number of pensioners was 150,642 state social insurance pensioners in Iași, and the average monthly pension was 1,666 lei, an increase of 11.1% compared to the previous year.

4.2.2. Economic environment

According to the latest statistical data, in August 2022, the average gross nominal salary in Iași County was 6,175 lei (+11.7% compared to August 2021), and the average net salary was 3,852 lei (+13.0% compared to from August 2021); compared to the previous month, namely July 2022, there was a decrease in both net (1.1%) and gross (0.8%) earnings.

Compared to the average for the country, the average net salary gain in Iași county, achieved in August 2022, was lower by 2.1%.

4.2.3. Political-legislative environment

The political-legislative environment includes all the legal norms and normative acts that regulate the conduct of the company's activities. The most important elements are:

- Law no. 629/2001 for the approval of Government Ordinance no. 124/1998 on the organization and operation of medical offices (O.G. no. 124/1998, republished, on the organization and operation of medical offices);

- The specific sanitary legislation in the field (according to CAEN 8622 activity code) and the specific application rules.

4.2.4. Natural environment

The natural environment is part of the general framework in which the enterprise carries out its activity. During this period, additional attention must be paid to natural gas and electricity, whose prices have increased significantly.

4.2.5. Technological environment

The technological environment includes new medical equipment, purchased in the last 5 years (2017-2022), especially medical devices, shock wave, short waves, magneto diaflux, tecar, etc.

4.2.6. Socio-cultural environment

The cultural environment is represented by the organization's own values and beliefs. These cultural values are continuous and do not change over time. The company's values are:

- love and dedication for the patient;
- ensuring higher quality standards through the medical services offered;
- responsibility, involvement and professionalism in all actions taken daily for the good and healing of patients.

5. Conclusions

The analysis of the marketing environment is timely to know the trends of the various components of the marketing environment and their influence on the future activity of the enterprise. This fact became evident with the post-pandemic environmental changes that had a significant impact on all organizations.

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