



Transition Guide

Marketing Health Services, Third Edition

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Healthcare organizations are facing significant challenges as implementation of the Affordable Care Act brings about a number of paradigm shifts into an already dynamic field. This book brings a fresh perspective to many tried-and-true marketing techniques but also discusses new opportunities, including social media, healthcare globalization, consumer engagement, and more. Fully revised and updated, this third edition introduces readers to the marketing techniques most applicable to a variety of healthcare organizations, allowing them to rise above the noise that consumers are currently bombarded with and better position themselves for the future.

Changes to the third edition:

- The latest healthcare marketing trends are discussed, including database marketing, customer relationship management, and Internet marketing
- A new chapter on social media reviews the various forms of digital communication and their impact on disseminating healthcare information within the field and to consumers
- Supporting information within the text includes in-line glossary terms, key points at the end of each chapter, discussion questions for student collaboration, and additional resources on topics discussed in the chapter
- Revised support materials include an instructor's manual, PowerPoint slides, answers to selected case study questions, and an entirely new test bank

Chapter Breakdown

Chapters 1-3

These chapters have been streamlined and combined into two chapters.

Chapters 4-7

These chapters have been updated with new statistics and additional case studies.

Chapters 8-10

The status of traditional marketing techniques have revisited and updated. Contemporary techniques have been expanded to reflect the impact of electronic marketing and social media.

Chapter 10 – New!

This brand new chapter addresses social media and considers the impact of contemporary forms of communication on healthcare marketing.

Chapter 11

International medical marketing has been updated to reflect recent developments.

Chapters 12-14

Planning, research and data sources have been updated to reflect developments related to research methodology, technological support and emerging data sources.

Chapter 13

Marketing management has been expanded and updated.

Chapter 17

This final chapter updates the prospects for healthcare marketing as it progresses through the second decade of the 21st century. The material throughout has been updated to reflect the impact of contemporary media and health reform legislation.