

Transition Guide

Marketing Health Services, Fourth Edition

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Changes in the Fourth Edition

The content itself—although it remains true to its original intent as a comprehensive guide—has been updated at every possible turn to reflect the changes that have taken place in the healthcare environment. The Affordable Care Act (ACA) has been the law of the land for a decade and that initiative continues to have implications for marketing. The use of social media, described in the previous edition, has exploded with an ever-increasing number of social media channels.

Of particular importance has been the emergence of a new paradigm that is setting the healthcare system on its head. The population health model has gained momentum and will have ever-increasing implications for healthcare marketing. This “movement” promises to transform marketing as it shifts the emphasis among healthcare providers from quantity to quality, from sick people to well people, from individual patients to groups of consumers, and from treatment to prevention.

New material includes:

Chapter 1 The Origins and Evolution of Healthcare Marketing	Primarily updates with major update on developments since 2010
Chapter 2 Basic Marketing Concepts	Updated
Chapter 3 Marketing and the Healthcare Organization	Updated, expanded on a couple of points, rearranged some text
Chapter 4 The Nature of Healthcare Markets	Updated with additional points and two new exhibits
Chapter 5 Healthcare Consumers and Consumer Behavior	Updated with new section on international healthcare consumers (excerpted from eliminated Chapter 12)
Chapter 6 Healthcare Products	Updated with one new exhibit
Chapter 7 Factors in Health Services Utilization	Updated and expanded in the light of changing utilization patterns—new exhibits added
Chapter 8 The Changing Environment for Healthcare Marketing	NEW CHAPTER: This new chapter sets the stage for subsequent chapters that deal with strategy development, health communications, traditional and contemporary marketing techniques, and the use of social media in marketing. This chapter reviews the changes that are taking place in the healthcare environment and outlines the implications of these changes for healthcare marketing.

Chapter 9 Marketing Strategies	
Chapter 10 Health Communication	NEW CHAPTER: This new chapter addresses the topic of health communication and the pivotal role of this activity for healthcare marketing. The chapter reviews the nature of communication, its function, and the process involved in developing a communication plan. The attributes of effective communication initiatives are described, along with the variety of ways in which communication may be employed within the healthcare setting.
Chapter 11 Traditional Marketing Techniques	Updated to reflect the evolution of traditional marketing techniques
Chapter 12 Contemporary Marketing Techniques	Updated, new section added (affinity marketing), new exhibit added
Chapter 13 Social Media and Healthcare Marketing	Updated with two new exhibits and new sections
Chapter 14 Marketing Management	Updated
Chapter 15 Marketing Research	Updated and reorganized
Chapter 16 Marketing Planning	Updated
Chapter 17 Marketing Data	Updated
Chapter 18 A Look Ahead	Updated, expanded and modified to reflect the future implications of the significant changes that are underway