Sine the publication of the fourth edition of *Marketing Health Services* four years ago, the world of healthcare has changed significantly—and with it, the practice of healthcare marketing. A new era of value-based reimbursement has emerged, telehealth has taken on unprecedented significance, and population health management has taken root. If these developments failed to turn the healthcare system on its head, 2020 presented the greatest challenge to our healthcare system in modern times.

The effect of the COVID-19 pandemic on the US population was catastrophic, with over one million American lives lost. The pandemic created major disruptions in the delivery of healthcare, as resources had to be shifted to address the public health emergency and patients stayed away from medical facilities in droves. There was almost a complete cessation in healthcare marketing. The marketing activities that remained were directed toward pandemic response. Only now, some three years later, are we seeing a return to pre-pandemic levels of marketing in healthcare.

This new edition of the book, like the first four editions, enumerates the forces that are changing the healthcare environment and challenging the healthcare establishment. The book chronicles the evolution of healthcare marketing, —from a field purely associated with advertising and promotion to one that counts research, education, and strategy formulation as major responsibilities. It also chronicles the changes that resulted from the disruption of the pandemic.

Since the 1970s, when marketing was first introduced into healthcare, the field has gone through a series of highs and lows. The acceptance of marketing as a legitimate activity by healthcare organizations in the 1980s represented a milestone. At that time, healthcare organizations began to establish marketing departments, set marketing budgets, create new positions dedicated to marketing functions, and adopt marketing concepts and methods from other industries while realizing that the marketing of healthcare was much different from the marketing of other goods and services.

Through the 1990s and 2000s, healthcare marketing continued to prove itself a legitimate organizational function. More full-service marketing
departments were being established in-house, and cadres of professional marketers were elevated to board rooms as partners in administration. Sophisticated and healthcare-specific marketing techniques were developed and implemented. This proliferation of marketers dedicated to the business of healthcare imparted several lessons that still resonate today. First, marketing is so much broader than mass-media advertising. Second, it is critical to understand the market in which the business operates; the customers who live in that market area; and those customers’ needs, wants, behaviors, and motivations. Third, marketing should drive the strategic direction of the organization and not vice versa, as was historically the case.

Although healthcare marketing has adopted concepts and methods from other industries, it continues to be distinguished from the marketing that takes place in other sectors. Its methods must be unique and appropriate for healthcare products and their consumers—not a copy of the prevailing techniques used in other industries. This book walks readers through the traditional and contemporary approaches that healthcare marketers rely on and that enable healthcare organizations to anticipate future trends and position themselves to respond to the ever-changing healthcare environment.

Instructor Resources

This book’s Instructor Resources include an instructor’s manual, PowerPoint slides, answers to selected case study questions, and a test bank.

For the most up-to-date information about this book and its instructor resources, go to ache.org/HAP and search for the book’s order code (2501I).

This book’s Instructor Resources are available to instructors who adopt this book for use in their course. For access information, please email hapbooks@ache.org.