Transition Guide

*Marketing Health Services, Fifth Edition*

May 2024

**Changes in the Fifth Edition**

This edition reflects the impact of the pandemic and the momentum it has provided for developments that were already underway including pay-for-performance, population health management and telehealth. Below is a list of the most significant chapter-specific updates.

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Chapter Title</th>
<th>New Material and Updates/Changes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The Origin and Evolution of Marketing</td>
<td>Revised to incorporate an updated examination of the effects of technology on marketing, the impact of the COVID-19 pandemic on marketing, and the emergence of population health.</td>
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<tr>
<td>2</td>
<td>Marketing as a Component of Healthcare (Previously part of Chapter 1)</td>
<td>Discussion of marketing in healthcare pulled from Chapter 1.</td>
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<tr>
<td>3</td>
<td>Basic Marketing Concepts (Previously Chapter 2)</td>
<td>Revised section on the 4 Ps of marketing.</td>
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<td>4</td>
<td>Marketing and the Healthcare Organization (Previously Chapter 3)</td>
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<tr>
<td>5</td>
<td>The Nature of Healthcare Markets (Previously Chapter 4)</td>
<td>Expanded key points.</td>
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<tr>
<td>6</td>
<td>Healthcare Consumers (Previously Chapter 5)</td>
<td>Expanded discussion of the information search step of consumer decision making. Reduced content related to medical tourism.</td>
</tr>
</tbody>
</table>
| 7 | Healthcare Consumer Behavior  
(Previously part of Chapter 5) | Expanded discussion of the rise of healthcare consumerism and behavior patterns of healthcare consumers. |
| 8 | Healthcare Products  
(Previously Chapter 6) |
| 9 | Factors in Health Services Utilization  
(Previously Chapter 7) |
| 10 | The Changing Environment for Healthcare Marketing  
(Previously Chapter 8) | Expanded coverage of the community needs assessment process and how value-based healthcare reimbursement impacts healthcare marketing. |
| 11 | Marketing Strategies  
| 12 | Health Communication  
(Previously Chapter 10) | Reflects the changing perspectives on communicating to consumers and the expanding role of technology (especially social media) in health communication. |
| 13 | Traditional Marketing Techniques  
(Previously Chapter 11) |
| 14 | Contemporary Marketing Techniques  
(Previously Chapter 12) | Expanded coverage of technology and social media. |
| 15 | Social Media and Healthcare Marketing  
(Previously Chapter 13) | Updated statistics. Expanded overview of platforms. Discussion of hashtag use. New discussion of marketing a medical practice with social media. |
| 16 | Marketing Management  
(Previously Chapter 14) |
| 17 | Marketing Research  
(Previously Chapter 15) |
| 18 | Marketing Planning  
(Previously Chapter 16) |
| 19 | Marketing Data  
(Previously Chapter 17) | Addressing the geographic dimension of marketing data in terms of the level of granularity. Expanded coverage of categories of data used for healthcare marketing. Additional discussion of online data compilers. |
| 20 | A Look Forward  
(Previously Chapter 18) | Significantly revised to offer insights into anticipated future trends and describes areas that are expected to experience substantial growth. |