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THE FACTORS WHICH HAVE AN IMPACT ON PATIENTS WHEN THEY ARE CHOOSING HEALTH CARE CENTRES IN POLAND

This article is the presentation of factors which have an impact on patients when they are choosing services in health care sector. The kinds of needs and the characteristic features of medical services which influence directly on patients are shown in this paper. Presented research of appropriate group of health care centre respondents has shown that the main emphasis they put on the time of waiting for an appointment, doctors' competences and the staff's attitude towards patients. Good transport connections and the equipment of health centres play less important role. This permits the management to improve the patient services by both staff training which makes the quality of services better and kind and full of empathy treating them. The research highlight also the aspect which is the most visible in the Polish health care system (it is common not only in Poland but in some European countries as well) – the time of waiting for the appointments, mainly with specialists. The sector of health care is becoming more and more competing. It refers not only to the private health care system but to the public one too. The using of rules of marketing in the sector of health care is becoming more and more justified. When we use the rules of marketing, we should remember that the motivator of any customer/patient actions is the lack of fulfilling, so the feeling of need and next its identification. Taking under consideration the social- economical function we can distinguish four classes of goods, which influence the level of customer need fulfilling. When discussing the needs, we should remember that they have crucial meaning next to earlier experience of patient and/or information concerning the choice of particular health care centre. The basic need which every patient comes with, is making physical and mental health condition better. These needs are also accompanied by the additional ones. As the most important patients' needs we can recognise the need of:

- «Information
- Situation control
- Safety
- Interest and emotional support
- The respect and acceptance
- Intimacy and confidentiality
- Friendly atmosphere» [1. p. 70-71].

It would be good if the practice in the health centre became the observation of patients' and staff's behaviour which could enable to distinguish appearing needs and possibilities of their fulfilling.

We should remember about the essence of health services. The health services have a lot of specific features which influence marketing actions.

The expectations of medical services purchasers are determined by their earlier experience, friends' opinions and heard information. The creating of too low level of expectations can make difficulties in encouraging large group of people to buy an offer. Too high level of expectations can make customers dissatisfied.

When companies are concentrated on a customer, their goal of actions and basic success meter is purchaser's satisfaction, but there should be the balance between the satisfaction level and company profitability.

In the case of proper actions connected with customer service, the diagram of customer/ patient service can be needed. In the health centres such elements are often informal. Formalizing them and working out some procedures and next training in proper direction can be desirable. Thanks to formalization, the process of service can be managed. It enables to identify the elements which make customer service difficult – eliminating them or equalizing «weak points» and improve the elements which make the customer service better. As the most important elements in service we can recognise proper opening hours and the time of waiting for an appointment.

In order to make a serviced customer satisfied a worker should be fully adapted. It is a guarantee of satisfied patient – the purchaser of service and company profits.

Customers/ patients buy services and products, which provide them the best value, so the difference between total value for a customer and total cost incurred by the customer.

The research has been conducted among patients to determine the conscious factors influencing the choice of health care centre. 85 people at age of 24 – 40 from different health care centre, living in the Silesia and Lodz districts, have been surveyed. The choice of research sample has been the choice of intentional units. The tool of research has been the survey. The research has been single and survey.

The information about the factors influencing the choice of health care centre allows focusing on the elements which are dependent on the health care centre so the doctor's competences and proper staff training to gain the desirable and acceptable way of treating patients. Unfortunately, shorter queues and next shorten time of waiting for an appointment, demanded by patients, are hard to achieve in many cases of health centres.

Long queues to specialists and long- time waiting are general problem of health care sector not only in Poland but in European countries. The research above has been survey. It proved that the factors described in the subject literature as those which influence the choice of health care centre. The research enables to highlight pointed factors as those which can decide about the competition advantage in the case of health care centres. Obviously, the research needs deeper analysis, examining the relation between the choice of health centre and general availability in particular region, the health condition of patients/ customers, their mobility etc. This research only shows the general tendency and some kind of patients' "whishing" in the case of actions connected with service in health care centres. It can be useful as the point of paying attention to these factors which can be improved in the health centres, by means of staff's training, taking care of fulfilling the needs of patients. These needs do not often concern directly the medical services but widely understood the culture of human contacts. This article can be used as the point of departure for following discussion and deepening the knowledge about the customer service.

1. Mykowska A. (2002), *Satysfakcja pacjenta a jakość obsługi medycznej*, Zdrowie i zarządzanie Tom IV, nr 6/2002

It is methodological and research article for managers of health care organizations. JEL: I11

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REASONS AND STRATEGIES FOR ADOPTING GREEN MARKETING

As customers become more environmentally conscious and their demands for eco-friendly products and services increase, many industry professionals have engaged in developing and promoting ecologically sustainable products and services while striving to strengthen their business commitment to sustainability. Green practices enable companies to save on long-term operational costs while gaining a competitive advantage by developing or enhancing a positive image and reputation. Green marketing strategies is a relatively new marketing approach wherein the emphasis is made on using sustainable practices and delivering a final product that meets environmental standards. It has also become synonymous with Corporate Social Responsibility as more companies are engaged in uplifting the lives of the community they operate in.