

ECONOMIC PROCESSES MANAGEMENT
international scientific e-journal (ISSN 2311-6293)
epm.fem.sumdu.edu.ua
№2 – 2017

Management of economic processes in context of sustainable development

Cite This Article:

Krukowska-Miler A. Sustainable marketing in the health care organizations [Online] // *Economic Processes Management: International Scientific E-Journal*. 2017. № 2. Available: http://epm.fem.sumdu.edu.ua/download/2017_2/epm2017_2_11.pdf

Received
April 20, 2017

Accepted
May 25, 2017

Published online
June 10, 2017

JEL Classification: I11

SUSTAINABLE MARKETING IN THE HEALTH CARE ORGANIZATIONS

Krukowska-Miler Agata

*Doctor of Economics, Faculty of Management, Marketing Institute,
Czestochowa University of Technology, Poland*

This article presents the main aspects of sustainable marketing in health care organizations and how it can be put into treatment. The aim of the article is to bring closer the idea of sustainable development and, in particular, marketing, which prioritises responsibility towards the community in which the organization is located.

Keywords: *sustainable marketing, health care organizations, value, patients.*

Introduction. This article will outline the main assumptions about sustainable marketing and how it can be put into treatment. The **purpose of this paper** is to bring closer the idea of sustainable development and, in particular, marketing, which prioritises responsibility towards the community in which the organization is located. This is combined and is confronted with the specificity of the activity of medical institutions, whose task is to provide medical services. This market is particularly difficult and demanding. It is characterized not only by the fact that the product is intangible and subject to subjective evaluation, which is a collection of benefits to the customer but also has a close connection with the life and health of man. The medical service for the patient is a desire for recovery, expecting the highest level of service. In the healthcare market, where health is perceived as the overriding value of the human person, the proper management of the therapeutic establishment and its image, created by proper marketing efforts, is of particular importance in building trust in a health care organizations [10].

The essence of sustainable marketing. Sustainable marketing is an idea that is constantly gaining in importance. It evolved from the concepts that have been emerging in the market recently. The ideas of corporate social responsibility, sustainable development, stakeholder theory, stakeholder marketing, social marketing, environmental marketing, social marketing, and environmental marketing have played a large part here [8].

Sustainable marketing is a stream of knowledge that comes from the concept of sustainable development. Several definitions of this term can be found in the literature. F. Belz states that sustainable marketing is designed to meet the needs and expectations of customers, respecting the social and environmental criteria and objectives of the organization. It means building and maintaining a balanced relationship with customers, the social environment and the environment [1]. G. Armstrong and P. Kotler argue that this is "socially responsible, environmentally responsible marketing that meets the current needs of consumers and businesses while preserving or even improving the ability of future generations to meet their future needs" (Armstrong G., Kotler Ph., 2012, p. 709). D. Martin and J. Schouten report that sustainable marketing is a process of creating, communicating and delivering value to customers, respecting environmental and social aspects (Martin D, Schouten J., 2010 p. 10). In the concept of sustainable marketing, issues such as production, sales or promotion cease to be the most important elements of marketing, and the human and the environment become important.

The evolution of the concept of sustainable marketing is shown in Figure 1.

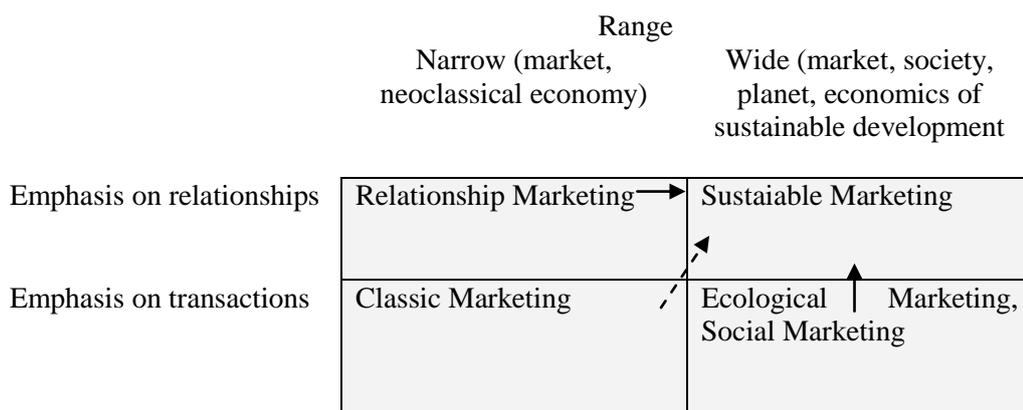


Fig. 1. Evolution of the concept of sustainable marketing

Source: S. Zaremba-Warnke, Marketing zrównoważony jako narzędzie doskonalenia przedsiębiorstwa, Prace naukowe Uniwersytetu Ekonomicznego we Wrocławiu nr 376, Wrocław 2015

Sustainable marketing calls for socially and environmentally responsible actions that meet the present needs of consumers and businesses while also preserving or enhancing the ability of future generations to meet their needs [13].

The modern market forces companies to modify their business goals and marketing tools so that they contribute to sustainable consumption and ensure the sustainability of the whole value chain. This makes it necessary to adapt the company's offerings to the changing attitudes of consumers who base their decisions on whether the company is actively involved in social activities. The activity should be based on the creation and delivery of additional, expected value for the customer, such as product harmlessness, energy efficiency, environmental friendliness, ease of repair, the ability to recycle or reuse. In the context of the idea of sustainable development, developing a marketing strategy on price

should pay attention to whether low prices do not cause excessive consumption. The concept of sustainable development is also about distribution. Therefore, attention should be paid to the more carefully selected location of the company and the distribution and logistics entities, the services they use, the need to increase local production, the care in selecting business partners who also apply the principles of sustainable development, the choice of transport modes or the optimization of routes which are commute to customers. The next element is communication with the market. Job retreats in social processes and activities. Communication with them is a matter of fairness, credibility and systematic. Promotional activities acting on the principle of providing services, i.e. customers. The concept of sustainable development creates new challenges for marketing. Challenges for considering future generations, social convergence and the needs and expectations of society. The role of marketing is increasingly on the one hand shaping the expectations and needs of consumers towards offers and behavior conducive to ecology. On the other hand, it comes down to helping to make decisions, and thus to meet the needs, without wasting the ability to meet the needs of future generations [6].

The main values considered as priority in sustainable development are presented in the table. 1. It should be emphasized that the value that integrates all others is a better quality of life for present and future generations.

Table 1. Key values in the concept of sustainable development

Ecological values	Economic values	Socio-cultural values
<ul style="list-style-type: none"> – biodiversity – the beauty of the landscape – care for nature – respect for all living beings – health 	<ul style="list-style-type: none"> – economic growth – prosperity – scientific and technical development 	<ul style="list-style-type: none"> – freedom – equality – security – cooperation – tolerance – peace – order – justice – inside and intergenerational

Source: S. Zaremba-Warnke, Marketing zrównoważony jako narzędzie doskonalenia przedsiębiorstwa, Prace naukowe Uniwersytetu Ekonomicznego we Wrocławiu nr 376, Wrocław 2015

Consequently, sustainable marketing is defined as the process of planning, organizing, implementing and controlling marketing resources and product development, pricing, sales and promotion programs in a manner that:

- satisfies customers and meets the needs,
- enables you to achieve your business goals,
- ensures the compatibility of these processes with the ecosystem [3].

The mix of marketing tools from 4P has been converted to 4C, taking into account sustainability criteria in marketing strategies (Fig. 2).

In this case, the product / service should meet the needs of the customer by providing them with value but also by solving social and environmental problems. Consequently, goods or services offer satisfactory solutions in response to the needs of consumers, significantly contributing to the improvement of the social environment and the environment throughout the product life cycle compared to conventional or competitive market offerings.

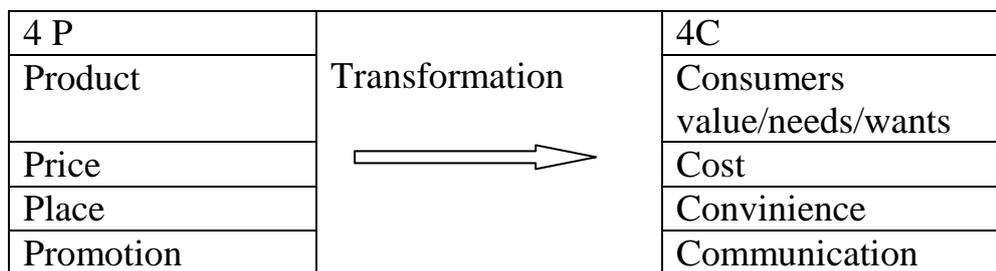


Fig. 2. Traditional Marketing Toolkit (4P) versus Sustainable Marketing Tools (4C)

Source: F.M. Belz, K. Peattie, *Sustainable marketing: a global perspective*, John Wiley & Sons, Chichester 2009, s. 23–39.

This definition highlights the following six characteristics of a sustainable product [4]:

1. Satisfaction of the consumer – if a balanced product does not meet customer needs, it will not survive on the market for a longer period.
2. Double focus – focus on both the ecological and the social aspects.
3. Full Product Life Cycle – In a sustainable product, you must take into account your whole life cycle from raw materials extraction, transportation, production, distribution, use and disposal.
4. Significant improvement – Sustainable products must make a significant contribution to solving global environmental and ecological problems (macro level) or socio-ecological problems of the product being analyzed.
5. Continuous improvement – Sustainable products depend on state of the art, latest technologies and social aspirations that change over time. Sustainable products must be constantly improved with respect to the customer, society and the environment.
6. Competitive offerings – A product that meets the needs of the customer and ensures the improvement of the social and natural environment can still fall behind to competitive offerings. As a result, the competitor's offer is a measure of product improvement in relation to customer, society and environment.

Sustainable marketing is marketing that endures for EVER, in that it delivers solutions to our needs that are [2]:

1. Ecologically oriented, taking account of the ecological limits of the planet and seeking to satisfy our needs without compromising the health of ecosystems and their ability to continue delivering ecosystem services.
2. Viable, from technical feasibility and economic competitiveness perspectives.

3. Ethical, in promoting greater social justice and equity, or at the very least in terms of avoiding making any existing patterns of injustice worse.

4. Relationship-based, which move away from viewing marketing in terms of economic exchanges towards viewing it as the management of relationships between businesses and their customers and other key stakeholders.

Analysis of the considerations leading to the definition of sustainable marketing as a process of planning, organizing, implementing and monitoring marketing resources and programs related to the development of products, prices, sales and promotion methods in such a way that:

1. Satisfy customers and meets the needs,
2. To achieve the objectives of the company,
3. Ensures compatibility of ecosystem processes [7].

Sustainable marketing is therefore an expression of sustainable implementation of corporate social responsibility and sustainable development in marketing. Thanks to their translation into action and marketing tools there are created new opportunities to offer more environmentally sustainable and socially products and services. These things can be necessary in health care organizations.

Sustainable marketing in health care organizations.

Health care organizations wishing to provide value to the patient, should be considered based management and marketing is based on values, which provides the patient and creating long-term relationships with patients or relationships. Above this the health care organization must provided environment care. The requirements of a competitive market and legislative actions and the very specific nature of health services, they allow a kind of force application of the principles of marketing and sustainable marketing and management of the marketing of health care organizations. There are some limitations here, which determine the procedure, but does not prevent their use. Through its specificity, mainly regarding the "object of action" that human life and health, and activities related to the provision and saving the life and health management of the marketing medicinal plants should be specific. Given the macro issues concerning the health services market. Proper management of marketing allows the establishment medicinal increase their competitive advantage and better adapt to the needs of the patients and at the macro level to the faster development of the health sector.

In literature we can find 10 reasons of use sustainable in health care organizations and health care needs. Hospitals have a mission to help the elderly and the weak, but don't always walk the walk. Cancer is treated, but hazardous chemicals are found in cleaning products and furniture. Heart conditions are taken care of, but French fries and burgers are served in the cafeteria. There's a global climate-change crisis, yet hospitals are the second-highest energy consumer of any sector and generate more than 30 pounds of waste per bed per day [12].

Here are 10 reasons to implement sustainable marketing:

– human health and the environment – Changes in climate affect the health of patients and their good education can improve it.

– prevention – with a large number of chronic diseases linked to diet, hospitals are also increasingly implementing sustainable food policies. They are signing better behavior through increased vegetarian options, reduced sugar-sweetened beverages and more locally sourced fruits and vegetables. Hospitals and their food-service partners are able to work together to identify barriers to healthier food systems, increasing nutritious options and facilitating improved purchasing while maintaining costs.

– cost savings – extending the life of equipment, improving efficiency, preventing toxins and waste, using less energy and water – these activities reduce costs.

– employee engagement – workers engaged in what they do will provide better care to more satisfied patients.

– competitive advantage – Don Berwick shared in his keynote that environmental stewardship has redefined the three-pronged framework for quality health care — patient experience, cost per capita and population health.

– mission and ethics – when framing environmental stewardship activities, it helps to review a hospital's mission statement. Most of these focus on health and healing, communities, quality and safety. Ronald P. Hamel, Ph.D. explains the critical role ethics play in health care. "Ethics are central not only in helping to shape the culture of an organization, but in guiding the organization's decision-making, behavior and integrity," he said. "Ethics should assist the organization in becoming what it claims to be in regards to identity, character and culture. A self-unaware and constricted consciousness is one of ethics' great adversaries".

– marketing and PR – these offer an opportunity for hospitals, long-term care facilities and community health centers to share, and receive recognition for, positive data and the stories behind them.

– community benefits – hospitals require to conduct a community needs assessment and to develop implementation strategies to address identified needs so the sustainable marketing helps in these

– patient experience – a quality patient experience goes beyond clinical excellence. The environment that makes one feel less stressed and cared for – a look in the eyes, a caring conversation – can be harder to quantify, but is also important for the healing process.

– happiness – comes from helping others. Protecting the planet, even in small ways, is something that takes healing beyond the facility walls [12].

There are many ways to implement sustainable marketing or some part of them into health care organizations.

Hospitals and other providers are driven by their mission, and by the changing economics of health care under the law and ethic, to protect and improve the health of the communities they serve. They can use a sustainable index to steer clear of products that can actually aggravate the very conditions they are spending precious resources to alleviate and cur. Within most health care institutions, supply chain teams typically make the majority of purchases on behalf of various departments. In doing so, they must first consider the efficacy of products they purchase. While health care products must always be safe and of high

quality, procurement staff are becoming increasingly concerned with additional factors, such as a product's ingredients or materials, packaging and efficient use of energy or water [11].

Health care organizations and manufacturers have made significant strides during the past two decades in embracing and integrating environmental, social and financial sustainable throughout the industry. Suppliers are rethinking what goes into products and the ways they are made. Hospitals and health care systems are increasing recycling, using greener cleaning products and providing healthier food options. It is inevitable that sustainable will only continue to grow in importance as the link between environmental and human health becomes stronger. Emerging growth areas include energy-efficiency and sustainable energy, waste reduction (particularly packaging and styrofoam), elimination of halogenated flame retardants and other toxic chemicals and sourcing local, healthier food. Globally, hospitals are starting to consider the total cost of ownership of energy-intensive medical devices, due to increasing focus on cost reductions, specifically in Europe. Suppliers to European health care systems will also be focusing efforts through 2016 on ensuring medical devices and diagnostics are compliant with the Restriction of the Use of Certain Hazardous Substances in Electrical and Electronic Equipment (RoHS) Directive. For instance, efforts are already underway at Advanced Sterilization Products [11].

Proper location of hospitals in respect of the environment, ensuring good commuting and using already existing routes can be an example of proper implementation of sustainable marketing.

Transparent pricing for services that include the costs of running health care organizations and creating services this is a part of sustainable marketing. Adequate treatment of the challenges of market communication and PR to educate the public. It raises awareness of health and the responsibility for the environment. An example of this might be to look at not throwing out unused drugs and bringing them to pharmacies.

Conclusion. Implementing the concept of sustainable marketing is a complex process, and it remains an open question whether and when businesses will adopt it. The full realization of sustainable marketing is an ideal pattern that companies can approach faster or slower, depending on many factors. The key and absolutely necessary factors for acting in accordance with the principles of sustainable marketing are the social commitment of the owners and managers of the business – the will to run a sustainable business – the belief that environmental, economic and socio-cultural goals are equally important. Only this attitude is able to induce the social involvement of all company employees. Implementing the concept of sustainable marketing is a complex process, and it remains an open question whether and when businesses will adopt it. The full realization of sustainable marketing is an ideal pattern that companies can approach faster or slower, depending on many factors.

The key and absolutely necessary factors for acting in accordance with the principles of sustainable marketing are the social commitment of the owners and managers of the business – the will to run a sustainable business – the belief that environmental, economic and socio-cultural goals are equally important. Only this attitude is able to induce the social involvement of all company employees. It seems that from the medical establishments this approach is possible. Establishments, in their specificity, introduce many elements of

sustainable marketing, particularly in terms of product. However, as every new concept also needs to be further approximated and refined in the healthcare sector.

References

1. Beltz, F. (2006). Marketing in the 21st Century. *Business Strategy and the Environment*, 15(3).
2. Belz, F.M., Peattie, K. (2012). *Sustainable Marketing: A global Perspective*. Wiley.
3. Belz, F.M., Peattie, K. (2009). *Sustainable marketing: a global perspective*, John Wiley & Sons, Chichester.
4. Belz, F.M., Peattie, K. (2010). Sustainable marketing: an innovative conception of marketing. *Marketing Review St. Gallen*, Vol. 27, Iss. 5.
5. Martin, D, Schouten, J. (2012). *Sustainable marketing*, Prentice Hall, New Jersey.
6. Rudawska, E. (2013). Marketing zrównoważony– nowe oblicze kapitalizmu. *Ekonomia*, 3(24).
7. Zajkowska, M. (2015). Sustainable marketing as a factor of innovation growth in small and medium-sized enterprises. *Polityki Europejskie, Finanse i Marketing*, 14 (63).
8. Zajkowska, M. (2015). Marketing zrównoważony – od tradycyjnego do innowacyjnego nurtu zarządzania marketingowego. *Zeszyty Naukowe Uniwersytetu Szczecińskiego*, 875.
9. Zaremba-Warnke, S. (2015). Marketing zrównoważony jako narzędzie doskonalenia przedsiębiorstwa. *Prace naukowe Uniwersytetu Ekonomicznego we Wrocławiu*, 376.
10. Kemicer-Chmielewska, E., Karakiewicz, B. (2010). Health care units image development on at the market of medical services. *Annales Academiae Medicae Stetinensis Roczniki Pomorskiej Akademii Medycznej W Szczecinie*, 56, 2, 114–117. Retrieved from https://www.pum.edu.pl/__data/assets/file/0005/38156/56-02_114-117.pdf
11. The Growing Importance of More Sustainable Products in the Global Health Care Industry. *jnj.com* Retrieved from https://www.jnj.com/_document?id=00000159-6a81-dba3-afdb-7aeba25f0000
12. Green Biz Group. *greenbiz.com* Retrieved from <https://www.greenbiz.com/blog/2014/02/12/10-reasons-health-care-needs-sustainable-wake-call>
13. Social Responsibility and Ethics: Sustainable Marketing. *pearsoncanada.ca* Retrieved from <http://www.pearsoncanada.ca/media/highered-showcase/multi-product-showcase/kotler-ch04.pdf>