

HEALTH SERVICES 445: HEALTHCARE MARKETING

UCLA DEPT OF HEALTH SERVICES PROGRAM IN HEALTH POLICY AND MANAGEMENT

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Course Description

Marketing in health care has changed drastically in the last ten years. In the past, most health care professionals “scorned the idea” and interpreted it solely as advertising. This has changed as the health care environment continues to evolve at a fast pace and it is necessary for all health care professionals to understand the principles and applications of marketing in a new “business” environment.

During this course, you will have the opportunity to:

- ⇒ better understand healthcare & pharmaceutical markets and consumer behavior;
- ⇒ consider the role of marketing in health care delivery;
- ⇒ define the marketing process, and apply to healthcare products and services;
- ⇒ analyze market research; and,
- ⇒ review marketing approaches of different organizations.

The *ethical considerations* of these activities will be considered from the perspective of the healthcare manager, the funding organization, and the consumer.

You will also be exposed to social marketing, a relatively new concept where marketing techniques are used to change behavior. One of the objectives is to move the customer from ignorance and indifference to action and ultimately maintenance of that action. We will use excerpts from various texts and the internet for social marketing to examine current theory and practices.

Course Objectives

Upon completion of this course, the student will:

- Be able to examine broad environmental trends and their strategic implications before any marketing activity or service is put in place.
- Understand the role of marketing in the health care industry and similarities and differences within the pharmaceutical and biotechnology industries.
- Firmly comprehend the basics of marketing principles, concepts and origins
- Appreciate the processes of market planning and data collection.

- Discover sources of information to stay current with rapid technological changes in the industry.
- Understand the FCC and FDA's role and oversight related to the conduct of healthcare and pharmaceutical marketing practices.
- Read and analyze marketing case scenarios, demonstrating a better understanding of a particular product and its path to consumers; the financial impact of its development; competition; and its social relevance and market appeal.

Computer Conferencing

We will be staying up-to-date with course information, submitting written assignments, and group discussion of study questions via TurnItIn, a UCLA-sponsored website. If you are registered via URSA, you've been added and have a TurnItIn link on your MyUCLA Courses page. More will be presented in class regarding this mode of instruction.

Grading	Points
2 Case Studies @ 10 pts each	20
Social Marketing Internet Search	10
Final Exam	40
Conferencing, Participation and Contribution	<u>30</u>
	100

Academic Integrity

Students are obliged to refrain from acts that they know, or under the circumstances have reason to believe, will impair the integrity of the university. Violations of integrity include, but are not limited to: cheating, plagiarism, unauthorized multiple submissions, providing incomplete information to any agent of the university for inclusion in academic records, and the failure to report forgery.

Primary Text

Berkowitz, E. "Essentials of Health Care Marketing". 2nd Edition. Jones and Bartlett.

Case studies and supplemental articles and data provided in class or on the web.

HS445: Healthcare Marketing
 UCLA Department of Health Services
 Wednesdays, 10:00-11:50 a.m. CHS 71-257
 Spring, 2007

Course Schedule

DATE:	TOPIC	TEXT
April 4	Introduction to Course	
	Marketing History, Definitions, and Strategy	B. Ch 1-2
	General Marketing and its Healthcare Origins	
	Basic Marketing Concepts	
	Strategy Formulation and Alternatives	
	Challenge of Healthcare Marketing	
April 11	Understanding Healthcare Markets	B. Ch 3-4
	Nature of Healthcare Markets	
	Healthcare Consumers and Behavior	
	Buyer Behavior	
	Factors in Healthcare Utilization, Regulation	
April 18	Market Research and Planning	B. Ch 5-7
	Market/Marketing Research	
	Marketing Planning and Segmentation	
	Data Collection	
April 25	3 of the 4 P's	B. Ch 8-10
	Product	
	Price	
	Place (Distribution)	
May 2	Advertising, Promotion and Sales – The Big P	B. Ch 11-13
May 9	Marketing Social Change	Supplemental
May 16	Marketing Social Change	Supplemental
	Discussion of Internet Assignment	
May 23	Government Oversight	Supplemental
	FDA Regulations	
	Technological Advances	
	Sociopolitical Issues	
May 30	Future of Healthcare and Pharmaceutical Marketing	Supplemental
	Structural Innovation and System Changes	

ROI / Outsourcing
Marketing Innovation / e-Health

June 6 U.S. Pharmaceutical Market in a Global Economy

Case

Discussion:

World Markets
Re-importation
Global Distribution and Charity

Kaletra in China

June 12 Final Exam: 8:00-11:00 a.m.
