

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.

Kotler defined marketing as “the analysis, planning, implementation and control of carefully formulated programs designed to bring about voluntary exchanges of values in target markets for the purpose of achieving organizational objectives. It relies heavily on designing the organization’s offerings in terms of the targeted markets needs and desires, and on using effective pricing, communications and distribution to inform, motivate, and serve markets.”

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,
- ⇒ 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. The text *Marketing for Social Change* is based on nearly twenty years of work by Alan R. Andreasen. One of the objectives is to move the customer from ignorance and indifference to action and ultimately maintenance of that action.

Course Objectives

Upon completion of this course, the student will:

- Firmly comprehend the basics of marketing principles, concepts and origins
- Understand the role of marketing in the health care industry and similarities and differences within the pharmaceutical and biotechnology industries.
- Be able to examine broad environmental trends and their strategic implications before any marketing activity or service is put in place.
- 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 studies, 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, assignments, and group discussion of study questions via a Google group site titled Healthcare Marketing. If you are registered via URSA, you've been added and received an email invitation. You can find it at: <http://groups.google.com/group/Healthcare-Marketing>. More information will be presented in class regarding this mode of instruction.

Grading	Points
2 Case Studies @ 20 pts each	40
Final Exam	40
Conferencing Participation and Contribution	20

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.

Texts

Thomas, R. K. *Marketing Health Services*. AUPHA Press-Arlington, VA and Health Administration Press/ACHE-Chicago, IL. 2005.

Andreason, A. *Marketing for Social Change*. Jossey-Bass, San Francisco, CA. 1995.

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.
 Spring, 2006

Course Schedule

WEEK OF:	TOPIC	Text / Case Study
April 5	Introduction to Course Marketing History, Definitions, and Concepts General Marketing and its Healthcare Origins Societal and Healthcare Context for Marketing Basic Marketing Concepts Challenge of Healthcare Marketing	T- Ch 1-5
April 12	Understanding Healthcare Markets Nature of Healthcare Markets Healthcare Consumers and Behavior Products and Services Factors in Healthcare Utilization “The Case Method” Introduction	T- Ch. 6-9
April 19	Strategy, Planning, and Research Market Strategies Market/Marketing Research Marketing Planning, Process, and Implementation Data Collection	T- Ch. 10, 14-16 Case Discussion: Perth Amboy (A/B)
April 26	Market Mix Classification – 4 Ps vs. 4 Rs Promotion, Advertising, Sales Emerging Marketing Techniques	T- Ch. 11-13
May 3	Marketing Targets Patients Hospital Physicians Payers Managed Care Formularies Retail Pharmacy / Pharmacy Benefit Managers	Case #1: CHP
May 10	Marketing Social Change	A. pp. 1-169
May 17	Marketing Social Change	A. pp. 173-320
May 24	Government Oversight and Tech Advancement FDA Regulations Technological Advances Sociopolitical Issues	Case #2: Weston

May 31	U.S. Pharmaceutical Market in a Global Economy World Markets Re-importation Global Distribution and Charity	Case Discussion: Abbott's Kaletra in China
June 7	Future of Healthcare and Pharmaceutical Marketing Structural Innovation and System Changes Predicted Expenditures ROI / Outsourcing Marketing Innovation / e-Health	T-Ch. 17
