

Healthcare Marketing
Fall 2002
HS-445

Instructor:

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Class time: Wednesday 5:00-7:50 PM

Location: CHS 61-269

Office Hours: Tuesdays 12:00-2:00, and by appointment

Course Description

This course will introduce students to the concepts of health care marketing. Principles of market-driven decision making process are explored. Students will examine development of key elements in annual marketing process. Consumer, competitor, company analysis, market segmentation, and target markets are examined.

Objectives

To learn a method of critical thinking about marketing and decision making.

To critically analyze the marketing process and the firms' environment.

To understand the role and purpose of marketing activities within an organization.

To identify the decision areas for which marketing managers are responsible.

To appreciate the social and environmental impact of marketing activities.

To discuss the ethical dilemmas faced by marketing decision makers.

To understand the role the Internet & Call Centers in competitive marketing strategy.

Textbook

- Philip Kotler, *Kotler on Marketing, How to Create, Win, and Dominate Markets*, The Free Press/Simon & Schuster, 1999

Course Assignments & Grading

Grades will be assigned based on individual and group performance.

	<i>Components</i>	<i>Breakdown</i>	
20%	Individual-HW & Participation	98-100 = A+	80-83= B-
30%	Individual- Project	93-97 = A	78-79 = C+
30%	Group Project- Written Report	90-92 = A-	73-77 = C
10%	Group Presentation- Power Point	88-89 = B+	70-72 = C-
10%	Peer Evaluation	83-87 = B	< 70 = F

Class Participation- To enhance your participation in “in-class” learning, a review of the material prior to the session in which the material will be covered is highly recommended.

Individual Assignment – Select a publicly traded organization in healthcare industry. Analyze the firm’s marketing strategy and management, and express an opinion on its effectiveness. Primary (interviews) and secondary (articles, financial statements, and promotional material) should be used to support the opinion. The Written Report should contain a three to five page executive summary. The supporting documents should be included in the appendix part of the report.

Group Assignment- The group will prepare a marketing plan (a component of a business plan) for a proposed / newly organized healthcare organization. Participants will organize into groups of three to four. Each group will submit written report and make a presentation to the class. The project is the groups’ responsibility. High quality is expected, in both content and form. Each group must work together jointly, not by dividing the work into parts. Group members will be grading each other’s participation on a confidential form. Each group’s members are urged to study together, assist each other, and learn from each other. This approach generally improves individuals’ learning. It is the individual who is ultimately responsible for performing, however, as one half of the course grade is based on individual work.

Potential Health Care Sectors for Group Project

- Wholesale distribution (Supplies, Pharmaceuticals)
- Pharmaceutical development & sales / CRO
- Medical devices / Manufacturing / Diagnostic / Implants
- Information systems / Software
- MSO / Practice Management
- Hospital / Medical Group / IPA
- Managed Care Organization
- Surgery / Ambulatory centers
- Facility-based long term care (SNF, Nursing home); -Home health care
- Healthcare Education

Class Schedule and Readings

Topics not concluded in one session will be completed in the session immediately following.

Session	Date	Topic	Chapter
1	10/2	Introduction – Marketing v. Strategy	Handout
2	10/9	Healthcare Marketing; Insurance Perspective	Handout
3	10/16	Strategic Marketing	1-4
4	10/23	Healthcare Mktg; Medical Group Perspective	Handout
5	10/30	Tactical Marketing-	5-8
6	11/6	Healthcare Marketing; Agency Perspective	Handout
7	11/13	Healthcare Mktg; Managed Care Perspective	Handout
8	11/20	Healthcare Mktg; Hospital Perspective	Handout
9	11/27	Administrative Mktg / Pharmaceutical Perspective	9-11
10	12/4	Group Presentations	Projects due