

# DETAILED CONTENTS

Preface to the Second Edition .....	000
Introduction .....	000
The Audience .....	000
Organization of the Book .....	000

## **PART I: HEALTHCARE MARKETING: HISTORY AND CONCEPTS**

<b>Chapter 1</b>	The Origin and Evolution of Marketing in Healthcare ...	000
	<i>The History of Marketing</i> .....	000
	<i>Marketing in Healthcare</i> .....	000
	<i>Why Healthcare Is Different from Other Industries</i> .....	000
	<i>Why No Healthcare Marketing?</i> .....	000
	<i>Why Healthcare Marketing Is Different</i> .....	000
	<i>Developments Encouraging Healthcare Marketing</i> .....	000
	<i>Reasons Healthcare Should Be Marketed</i> .....	000
	<i>Healthcare Marketing Comes of Age</i> .....	000
	<i>Summary</i> .....	000
	<i>Key Points</i> .....	000
	<i>Discussion Questions</i> .....	000
	<i>Additional Resources</i> .....	000
<b>Chapter 2</b>	The Evolving Societal and Healthcare Context .....	000
	<i>The Emergence of Healthcare as an Institution</i> .....	000
	<i>The Cultural Revolution and Healthcare</i> .....	000
	<i>The Changing Societal Context</i> .....	000

	<i>Healthcare Developments</i> .....	000
	<i>Anticipated Future Trends</i> .....	000
	<i>Summary</i> .....	000
	<i>Key Points</i> .....	000
	<i>Discussion Questions</i> .....	000
	<i>Additional Resources</i> .....	000
<b>Chapter 3</b>	<b>Basic Marketing Concepts</b> .....	000
	<i>Marketing Concepts</i> .....	000
	<i>The Functions of Marketing</i> .....	000
	<i>Marketing Techniques</i> .....	000
	<i>Levels of Marketing</i> .....	000
	<i>Healthcare Products and Consumers</i> .....	000
	<i>The Four Ps of Marketing</i> .....	000
	<i>Other Marketing Processes</i> .....	000
	<i>Summary</i> .....	000
	<i>Key Points</i> .....	000
	<i>Discussion Questions</i> .....	000
	<i>Additional Resources</i> .....	000
<b>Chapter 4</b>	<b>Marketing and the Healthcare Organization</b> .....	000
	<i>Factors Affecting the Adoption of Marketing</i> .....	000
	<i>Healthcare Organizations and Marketing</i> .....	000
	<i>Marketing's Intent</i> .....	000
	<i>Marketing's Role</i> .....	000
	<i>Summary</i> .....	000
	<i>Key Points</i> .....	000
	<i>Discussion Questions</i> .....	000
	<i>Additional Resources</i> .....	000
 <b>PART II: UNDERSTANDING HEALTHCARE MARKETS</b>		
<b>Chapter 5</b>	<b>The Nature of Healthcare Markets</b> .....	000
	<i>Introduction</i> .....	000
	<i>Defining Markets</i> .....	000

	<i>Delineating Geographic Market Areas</i> .....	000
	<i>Profiling Healthcare Markets</i> .....	000
	<i>From Mass Market to Micromarket</i> .....	000
	<i>The Effective Market</i> .....	000
	<i>The Changing Nature of Healthcare Markets</i> .....	000
	<i>Summary</i> .....	000
	<i>Key Points</i> .....	000
	<i>Discussion Questions</i> .....	000
	<i>Additional Resources</i> .....	000
<b>Chapter 6</b>	<b>Healthcare Consumers and Consumer Behavior</b> .....	000
	<i>The Healthcare Consumer</i> .....	000
	<i>How Healthcare Consumers Are Different from Other Consumers</i> .....	000
	<i>How Healthcare Consumers Are Similar to Other Consumers</i> .....	000
	<i>The Variety of Healthcare Consumers</i> .....	000
	<i>Professional and Institutional Customers</i> .....	000
	<i>Segmenting the Market for Healthcare Products</i> .....	000
	<i>Consumer Behavior</i> .....	000
	<i>Consumer Decision Making</i> .....	000
	<i>Summary</i> .....	000
	<i>Key Points</i> .....	000
	<i>Discussion Questions</i> .....	000
<b>Chapter 7</b>	<b>Healthcare Products and Services</b> .....	000
	<i>Introduction</i> .....	000
	<i>Product Mix</i> .....	000
	<i>Ways to Conceptualize Products</i> .....	000
	<i>Common Healthcare Products</i> .....	000
	<i>Categories of Service Providers</i> .....	000
	<i>Summary</i> .....	000
	<i>Key Points</i> .....	000
	<i>Discussion Questions</i> .....	000
	<i>Additional Resources</i> .....	000

<b>Chapter 8</b>	Factors in Health Services Utilization .....	000
	<i>Defining Demand</i> .....	000
	<i>Factors Influencing Demand</i> .....	000
	<i>Measuring Health Services Utilization</i> .....	000
	<i>Predicting the Demand for Health Services</i> .....	000
	<i>Summary</i> .....	000
	<i>Key Points</i> .....	000
	<i>Discussion Questions</i> .....	000

### **PART III: HEALTHCARE MARKETING TECHNIQUES**

<b>Chapter 9</b>	Marketing Strategies .....	000
	<i>Strategy Defined</i> .....	000
	<i>The Strategic Planning Context</i> .....	000
	<i>Developing the Strategic Plan</i> .....	000
	<i>Strategic Options</i> .....	000
	<i>Strategy and the Four Ps</i> .....	000
	<i>Branding as a Strategy</i> .....	000
	<i>Summary</i> .....	000
	<i>Key Points</i> .....	000
	<i>Discussion Questions</i> .....	000
	<i>Additional Resources</i> .....	000
<b>Chapter 10</b>	Traditional Marketing Techniques: Promotional Mix and Media .....	000
	<i>The Promotional Mix</i> .....	000
	<i>Personal Selling</i> .....	000
	<i>Media Options</i> .....	000
	<i>Social Marketing</i> .....	000
	<i>Integrated Marketing</i> .....	000
	<i>Summary</i> .....	000
	<i>Key Points</i> .....	000
	<i>Discussion Questions</i> .....	000
<b>Chapter 11</b>	Contemporary Marketing Techniques .....	000
	<i>The New Marketing Reality</i> .....	000

	<i>Emerging Marketing Techniques</i> .....	000
	<i>The New Marketing Driver: Consumer Engagement</i> ....	000
	<i>Limitations to Contemporary Marketing Techniques</i> ....	000
	<i>Summary</i> .....	000
	<i>Key Points</i> .....	000
	<i>Discussion Questions</i> .....	000
	<i>Additional Resources</i> .....	000
<b>Chapter 12</b>	<b>Healthcare Marketing in International Perspective</b> .....	000
	<i>Trends in International Healthcare</i> .....	000
	<i>Market Research on International Healthcare</i> .....	000
	<i>The Four Ps and International Marketing</i> .....	000
	<i>International Marketing Strategies</i> .....	000
	<i>International Marketing Techniques</i> .....	000
	<i>What Is Most Important to International Healthcare Consumers?</i> .....	000
	<i>Summary</i> .....	000
	<i>Key Points</i> .....	000
	<i>Discussion Questions</i> .....	000
	<i>Additional Resources</i> .....	000
 <b>PART IV: MANAGING AND SUPPORTING THE MARKETING EFFORT</b>		
<b>Chapter 13</b>	<b>Managing and Evaluating the Marketing Process</b> .....	000
	<i>Organizing the Marketing Initiative</i> .....	000
	<i>The Players in the Marketing Process</i> .....	000
	<i>Components of a Marketing Department</i> .....	000
	<i>The Marketing Budget</i> .....	000
	<i>Return on Investment</i> .....	000
	<i>Marketing Management</i> .....	000
	<i>Summary</i> .....	000
	<i>Key Points</i> .....	000
	<i>Discussion Questions</i> .....	000
<b>Chapter 14</b>	<b>Marketing Research in Healthcare</b> .....	000
	<i>The Scope of Marketing Research</i> .....	000

	<i>Marketing Research and Healthcare</i>	
	<i>Decision Making</i> .....	000
	<i>Steps in the Marketing Research Process</i> .....	000
	<i>Primary Data Collection Methods</i> .....	000
	<i>Summary</i> .....	000
	<i>Key Points</i> .....	000
	<i>Discussion Questions</i> .....	000
	<i>Additional Resources</i> .....	000
<b>Chapter 15</b>	<b>Marketing Planning</b> .....	000
	<i>The Nature of Marketing Planning</i> .....	000
	<i>Levels of Planning</i> .....	000
	<i>The Marketing Planning Process</i> .....	000
	<i>Summary</i> .....	000
	<i>Key Points</i> .....	000
	<i>Discussion Questions</i> .....	000
	<i>Additional Resource</i> .....	000
<b>Chapter 16</b>	<b>Sources of Marketing Data</b> .....	000
	<i>The Data Challenge</i> .....	000
	<i>Data Dimensions</i> .....	000
	<i>Data Generation Methods</i> .....	000
	<i>Sources of Data for Healthcare Marketing</i> .....	000
	<i>Health Data and the Internet</i> .....	000
	<i>Summary</i> .....	000
	<i>Key Points</i> .....	000
	<i>Discussion Questions</i> .....	000
	<i>Additional Resources</i> .....	000

## **PART V: THE FUTURE OF HEALTHCARE MARKETING**

<b>Chapter 17</b>	<b>Healthcare Marketing in 2010 and Beyond</b> .....	000
	<i>Where Healthcare Marketing Is Today</i> .....	000
	<i>Where Healthcare Marketing Is Going</i> .....	000
	<i>Trends Affecting the Future of Healthcare</i>	
	<i>Marketing</i> .....	000

---

<i>Healthcare Marketing: Seizing the Opportunity</i> .....	000
<i>Summary</i> .....	000
<i>Key Points</i> .....	000
<i>Discussion Questions</i> .....	000
<i>Additional Resources</i> .....	000
Glossary .....	000
References .....	000
Index .....	000
About the Author .....	000