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Essentials of Health Care Marketing

Dr. Berkowitz has consulted frequently on marketing and marketing research for a wide range of health care organizations. A frequent speaker for medical staff meetings and retreats, Dr. Berkowitz also serves as a core faculty member for the American College of Physician Executives.

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nearly 20 years, bridges the gap between marketing theory and implementation by showing you, step-by-step, how to develop and execute successful marketing strategies using appropriate tactics. Put the concepts you learned in introductory marketing courses into action using the authors' own unique model—called the strategy/action match—from which you will learn how to determine exactly which tactics to employ in a variety of settings.

This bundle includes Essentials of Health Care Marketing with Navigate 2 Advantage Access and the Navigate 2 Scenario for Health Care Marketing. Essentials of Health Care Marketing, Fourth Edition will provide your students with a foundational knowledge of the principles of marketing and their particular application in health care. Moreover, the text offers a perspective on how these principles must shift in response to the changing environmental forces that are unique to this market. Additionally, the text includes Navigate 2 Advantage Access, a comprehensive and interactive eBook, student practice activities and assessments, a full suite of instructor resources, and learning analytics reporting system. Learn more about Navigate 2 at <http://www.jblnavigate.com/2>. The Navigate 2 Scenario for Health Care Marketing is a collection of four interactive video case studies that provide students with a realistic, immersive learning experience that reinforces lessons gathered from a collection of best-selling Jones & Bartlett Learning Health Care Marketing textbooks. Through immersive technology and instructional design, the Navigate 2 Scenario for Health Care Marketing creates an environment in which the student assumes the role of a health care marketing consultant at a large Health Care system. Recently Bright Road Health Care System has experienced a downward trend in its number of patients. Consultants have been contracted by the Board to mystery shop their services and understand the patients' experience. A health care marketing consultant is hired to work with different areas of the Health Care System to make marketing recommendations in the areas of differentiation, positioning, customer retention, and market responsiveness.

A thorough update to a best-selling text emphasizing how marketing solves a wide range of health care problems. There has been an unmet need for a health care marketing text that focuses on solving real-world health care problems. The all new second edition of Strategic Marketing for Health Care Organizations meets this need by using an innovative approach supported by the authors' deep academic, health management, and medical experience. Kotler, Stevens, and Shalowitz begin by establishing a foundation of marketing management principles. A stepwise approach is used to guide readers through the application of these marketing concepts to a physician marketing plan. The value of using environmental analysis to detect health care market opportunities and threats then follows. Readers are shown how secondary and primary marketing research is used to analyze environmental forces affecting a wide range of health care market participants. The heart of the book demonstrates how health management problems are solved using marketing tools and the latest available market data and information. Since the health care market is broad, heterogeneous, and interconnected, it is important to have a comprehensive perspective. Individual chapters cover marketing for consumers, physicians, hospitals, health tech companies, biopharma companies, and social cause marketing – with strategies in this last chapter very relevant to the Covid-19 pandemic. Each chapter gives readers the opportunity to improve marketing problem-solving skills through discussion questions, case studies, and exercises.

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A complete guide for the thoroughly modern healthcare marketer. Written for the marketer in the field using everyday language and scenarios that will help all members of the marketing department do their jobs better, meet the challenges of accountability, and spend marketing dollars wisely, *The Complete Guide to Hospital Marketing, Second Edition* looks at the complex field of healthcare marketing in a straightforward but engaging way with information, tips, and strategies that facilities of all sizes, types, and budgets can use right away. This unique guide also comes with a CD-ROM containing ready-to-use customizable forms, checklists, and other tools and examples that will help marketers promote quality, create a buzz, and face challenges within an organization, including internal marketing.

Cases in Health Care Marketing features 40 case studies that explore real-world scenarios faced by healthcare marketing executives. Divided into six sections, the book covers issues in Product, Brand & Identity Management; Marketing Communications; Marketing Management; Marketing Strategy & Planning; Environmental Analysis & Competitive Assessment. Useful as a stand-alone text or as a complement to any introductory text on healthcare marketing, *Cases in Health Care Marketing* challenges the reader to resolve the case through a series of questions at the conclusion of each study. Solutions are provided as part of a package of online instructor 's materials.

Written from the perspective of the healthcare marketing professional, *Health Care Marketing: Tools and Techniques* presents a series of 39 essential marketing tools and demonstrates their application in the health care environment. Ideal for undergraduate and graduate courses in health care marketing or health care strategy, the tools cover a broad spectrum of topics including product development and portfolio analysis; branding and identity management; target marketing; consumer behavior and product promotions; environmental analysis and competitive assessment; marketing management; and marketing strategy and planning. Each chapter focuses on a specific marketing tool and can be read as stand-alone presentation of the topic. Step-by-step guidelines take the reader through techniques that range from time-tested marketing classics to new models that will undoubtedly become classics in time.

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