Market Segments

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Market Segments

The United States is known for its diversified society, where people from all over the world live. The population of the United States has increased because of boomers and affordable healthcare facilities. Segmentation like Medicare enhances growth while this can be a threat to hospitals, which can put a stop on the survival of hospitals.

The healthcare industry in the United States has developed with a high growth rate. Market segments are to be followed according to the structural and infrastructural resources of hospitals to meet the demands ­of market segments. Medicare is that segment that is considered as the efficient use of health care services and outcomes for adults. Patients have Medicare facility or insurance tend to visit hospitals which are providing quality services, but patients without Medicare use high-quality hospitals have lower use (Popescu et al., 2017).

Lack of Medicare or insurance facilities has caused significant disparities in access to health care. However, the Affordable Care Act is aiming to reduce the amount of uninsured so that the maximum number of people can have access to care and health facilities (Scott et al., 2016). Having access to the hospital would enhance and increase the in-flow of patients while they can be facilitated with quality services and facilities by the hospitals. However, more Medicare and insurance facilities can be a threat to quality services because it would not be easier to facilitate a larger population with quality services. So, an unhealthy environment and poor quality services will threat the hospitals; patients in-flow will be decreased.

Hence there is a need for strategies to maximize opportunities and minimize threats so hospitals have to provide safe and quality health services that can be afforded by a maximum number of people. This strategy will not threaten survival because this is customer attractive and encourages a relationship between hospitals and customers.

References

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