Week 9: Health Care Administration CAPS

[Author Name(s), First M. Last, Omit Titles and Degrees]

[Institutional Affiliation(s)]

Author Note

Week 9: Health Care Administration CAPS

# Question 1

## Describe the strategic planning process and the environmental factors that affect a marketing strategy.

The strategic planning process is can be defined as a strategy or a direction with defined objectives that can make assessments regarding both the internal and external situations with regard to the implementation of a planned strategy. The strategic planning process comprises of five basic steps (Kaufman & Jacobs, 1987). They are choosing both a mission and an objective, followed by scanning of environmental factor, formulation of a working strategy and the implementation of the said strategy. Once that is done, it focuses on regular evaluation and control of the strategy.

There are two types of environmental factors that affect marketing strategy (Menguc, Auh, & Ozanne, 2010). The first ones are external. They involve, climate, economy, technology, politics, legalities, competition, media and fashion. The second type of environmental factors that impact marketing strategy are internal and comprise of organizational culture and structure, human resource, physical assets, profit, and cash flow and management.

# Question 2

## Discuss the concept and benefits of market segmentation.

The grouping of an organization’s customers into sets and subsets based on the preferences, demands, likes, and dislikes is termed as market segmentation (Cohen & Neira, 2003). The primary benefit of market segmentation is allowing business owners to analyze various customer groups at hand and targeting the products that meet their demands. It also gives businesses the clarity they seek with regard to their expectations, making it the right tool for any business.

# Question 3

## What are the components of the marketing mix? Briefly describe the use of each component in healthcare marketing.

The marketing mix comprises of essential tools There are four primary and three secondary components of the marketing mix. The four primary components are product, price, promotion, and place. The secondary components are people, process and physical evidence (Motwani & Shrimali, 2014). Here;

* Product is a set of attributes offered to the customer.
* Price is the charge made by the hospital.
* The place is the point of contact between the health service provider and the patient.
* Promotion refers to the healthcare services informing the patients and their caregivers about the services they offer.
* People comprise of the staff being employed by the healthcare provider. They include physicians, nursing as well as paramedical staff.
* Physical evidence refers to the physical design, maintenance and hygienic practice of the healthcare service that is a testament to its services.
* Process in terms of healthcare refers to the optimal flow of services being provided.

**References**

Cohen, S., & Neira, L. (2003). Measuring preference for product benefits across countries. *Sawtooth Software Conference 2003*. Sawtooth Software.

Kaufman, J. L., & Jacobs, H. M. (1987). A public planning perspective on strategic planning. *Journal of the American Planning Association*, *53*(1), 23–33.

Menguc, B., Auh, S., & Ozanne, L. (2010). The interactive effect of internal and external factors on a proactive environmental strategy and its influence on a firm’s performance. *Journal of Business Ethics*, *94*(2), 279–298.

Motwani, D., & Shrimali, P. (2014). Service marketing mix of indian hospitals: a critical review. *Service Marketing Mix of Indian Hospitals: A Critical Review (November 17, 2014)*.