MARKETING MIX AREA MEDICAL SERVICES

MIXUL DE MARKETING ÎN DOMENIUL SERVICIILOR MEDICALE

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Abstract: *All persons employed in health and social services should have some type of training, providing sector capacity to cooperate, to organize and manage any changes to the procedure. Collaboration between the various services and assistance to individuals or certain groups of people can not be successful unless it takes into account equally, not just treating symptoms but also on research and eliminate the causes of evil*

Key words*: marketing mix, health services, health system*

1. Medical Services

Accessibility to medical services is considered optimal if:

- everyone is assured access to medical services;
- there is a greater freedom to choose between different offers health care services and even different payers, which is commensurate with the options and possibilities for people;
- there is continuous information on medical services to all bidders;
- there is adequate participation of these groups to organize the health system.

Businesses in the public, private and cooperatives, including foreign capital will support and ensure the basic conditions of materials and functionality of medical services company.

Table no. 1

The 5P health services provided in ambulatory

The 5P	Means (exemples)
Service (or product)	Outpatient services rendered at the provider. Services provided at the doorstep (the patient).
Price (tariff) includes materials and outside labor costs and patient effort (due to the simultaneity of services).	Evaluation of travel cost to receive service.
Promotion	Using communication tools that are in proximity to the target groups (daily press, press, audiovisual, etc.). Display in medical offices and places with great influx of people. Online communication. Information from opinion leaders, etc..
Distribution Network	The choice of distribution channel of cost complementarities with other services, accessibility, proximity to the customer, etc.
Staff	Competence of maintenance staff. Doctor-patient relationship. Confidentiality etc.

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Marketing is focused on customer needs, with particular purchasing behavior quotation.

All marketing has the means to study all of the actors of Yalta health services market, offering similar or substitute services. The relationship shall be determined by either competition or cooperation keep relationship, generally a mix of relationships, some on their own branch of the organization.

2. Financing the health system in Romania

One of the goals of sustainable social development could, therefore, increased funding for health services and better management of existing resources, given that social development is directly influenced by investing in human capital.

Perception of medical staff on working conditions offered by the system and its social status, combined with dissatisfaction with the low wages of legitimate, according to medical staff, demanding extra payment for the provision of medical care.

This limits the access of poor to services, which charge, in turn, as needed / rooted additional payment.

Currently, public access to health services is carried out on contributory principles by paying monthly dues.

Conditioning access to services through the introduction of health insurance has resulted in segments of the population, the failure can no longer receive emergency services only.

Currently, healthcare economy faces two critical issues: cost and access.

Healthcare costs are increasing both in absolute terms and relative share in gross national product. Healthcare spending growth does not automatically improve the health of the population. Moreover, the quality of care is difficult to predict. Most times, increasing the average lifespan of the population may indicate an improvement in medical care system, namely treatment, health services, to equip with necessary equipment and healthcare institutions.

Location: the equivalent price in general marketing and is defined as the value attributed to the product or service purchased.

The concept of apparent rate the following characteristics:

1. The price may be paid directly by the consumer or a third party (insurance);

2. The existence or absence of co-financing as a factor which may have a considerable influence on the need and demand for healthcare services depending on price elasticity;

3. Prices of non-monetary such as the lack of convenience, waiting time, fear etc.

Thus, marketing strategies must take into consideration all the elements listed above as each feature may have different implications in the health system's marketing strategy.

Access to healthcare divide people into two categories: insured and those who are not insured. Policyholders have access to health services, free or compensated while those who are not insured have access to medical care

expenses of carrying conditions, which are very large, it removes the possible subjects which postpones contact with this sector.

3. Health Promotion Service

On the basis of health promotion services are capitalizing on the promotional activity of components of the creation and delivery of services. In this respect, there are external factors of the physical framework of activities of benefit (geographical location, architecture, buildings), the inner elements (ambience, decor, staff contacts, customers), trademark symbols, interpersonal relationships.

Promotional activity in health, determined by the diversity of means of communication. In addition to traditional media, are used as tools and promotional items that ensure the touch of service, namely: staff contacts, the physical system and the consumer benefit.

Promotion and health education aimed at improving access to information on health and related services in order for individuals to have greater control over their health.

CONCLUSIONS

Contracting of health services remains a key vehicle for purchaser of health services to implement population health needs and wants in appropriate and accessible health services.

Population health problems and difficulties that the Romanian medical system are long-term problems encountered and whose consequences will be felt more in the future can not be solved in the short term. Low living standard of low population and health system resources are the prime causes of the current state of health of the population in Romania.

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