

Role of Digital Marketing in Healthcare Ecosystem

Veda D V^{1*}, Sneha R V², Srivatsala V³

^{1,2,3} MCA(BU), DSCASC, Bangalore, India

*Corresponding Author: vedadv12@gmail.com, Tel.: +91-9164868269

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Abstract— Healthcare in today’s world plays most crucial role in one ‘s life. It is imperative that the information related to health care must reach everyone, to make a healthy and a better world. Digital marketing and branding is a way of imparting information about your product or service through digital medium. Traditional marketing has been replaced largely by digital marketing i.e. “marketing online”. This paper discusses how digital marketing is crucial for healthcare in today’s world. The three main pillars of digital marketing are Content, data and technology. The above three aspects are crucial for healthcare as large amount of data belonging to the consumers/patients are put to use effectively to provide a better service to them. Private corporate healthcare industry and Government healthcare system aim to analyze the above data to devise new health care plans to cater to the patients’ needs. This paper discusses the technologies and tools pertaining to the digital marketing techniques implemented by healthcare industry. Digital marketing in healthcare is need of the hour in the world of advancing technology.

Keywords— Digital marketing, Healthcare Data, Content, Technology, Consumer Patient, Ecosystem

I. INTRODUCTION

Digital marketing is as much a challenge as it is an opportunity for all the business all over the world. The huge amount of data generated on the Internet as we know due to innumerable web clicks, millions of transactions, purchases etc is the biggest challenge the businesses face today [1]. When the entire world is in grip of digital marketing, it is imperative that the healthcare industry too adopt this marketing technique to reach far and beyond.

The role of digital marketing in healthcare ecosystem is to be studied extensively. Digital marketing in healthcare is not for the mere purpose of profit making there is dire need to create awareness in rural and urban people about various health schemes and policies. Private corporate healthcare industry and Government equally need to market their policies or products.

In this research paper Section II discusses about the concept of digital marketing and its tools and techniques Section III focusses on issues in healthcare and Section IV discusses how digital marketing plays a crucial role in healthcare industry and Section V conclusion are drawn pertaining to effectiveness of digital marketing in healthcare.

II. CONCEPT OF DIGITAL MARKEKTING

Digital marketing involves promotional channels lie TV, Internet, of products and services through digital media. Digital marketing comprises of three concepts: Data,

Concept and Technology. The key players involved in digital marketing are the end consumers, the advertisers, the media companies, the ad exchange and finally the data providers. The advertisers place the impressions on the preferred channel, the media companies make the impressions more creative, and ad exchanges bridge the gap between the advertisers and the publishers. The focus of digital marketing is content and data [1].



Fig 1. Digital Marketing

A. Types of Digital Marketing [2]

1. Search Engine Optimization (SEO)

Search Engine Optimization (SEO) refers to the process of how to improve the visibility of a company online. When users search for a company or healthcare service using a given set of keywords, each user receives a customized result page based on many factors such as browsing history, location and time of search.

called as big data and it has capacity to give great insight into the psyche of the consumer. Healthcare industry is not prepared and is reluctant to use this to build their marketing campaign. The above mentioned are the few challenges and issues faced by the healthcare marketer.

IV. ROLE OF DIGITAL MARKETING IN HEALTHCARE ECOSYSTEM

1. Role of Healthcare Big Data Analytics in Digital Marketing

Healthcare marketers can utilize big data analytics to target specific segmented group of people who are more likely to respond to the specific marketing campaign and thus help in designing such campaigns and reducing wastage of time. Also it is necessary to personalize the communication with the consumer or patient to make them more receptive and trustworthy of the campaign. This can be achieved through analytics. Uniform Communication to the consumer or public through cross platform channels is vital to make them experience continuous care

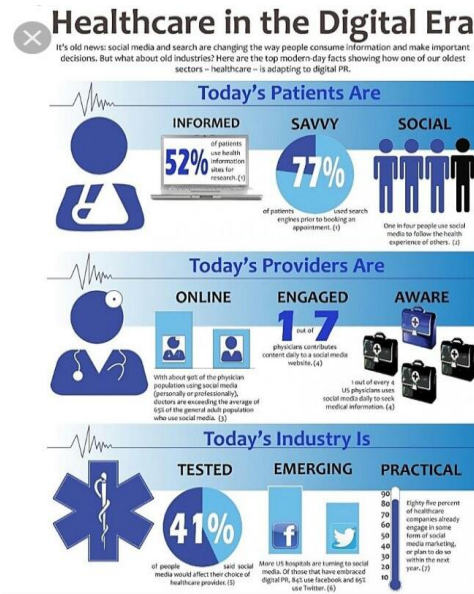


Fig 3. HealthCare in Digital Era
 Pic: Courtesy www.pinterest.com

2. Digital Marketing Vital to Government

To impart information to the general public digital media plays a vital role. Government Schemes pertaining to healthcare must reach the public at the right time and at the right place. Vast amount of usage of digital device like TV, mobile etc and cheap rates of internet, today everyone is online so Government must use digital marketing to reach people.



Fig 4. Government Scheme through Digital Media
 Pic Courtesy : Government of India Schemes

3. Patients utilize a variety of digital devices and tools to manage their health and make health decisions. They also input a vast amount of data that could help providers recognize and treat chronic diseases or preventable health issues. Using digital marketing it is easy to track patient behaviour and thus provide them the right care.

4. Through analytics it is easy to find patient demographics and thus design patient specific treatments in terms of gender, age etc.

5. Again through analytics it can be easily find out why a patient chooses a particular hospital etc.

6. Spurious and fake drugs information can be spread through digital media, thus enabling timely prevention of disease and death.

All the above are reiterating the importance of digital marketing in healthcare ecosystem and strongly recommend it.

V. CONCLUSION AND FUTURE SCOPE

It is thus understood that to provide better healthcare, to understand the patients needs and customize the care, to study the patient data and analyze and come up with patient specific treatments, the only way is the digital way. Reaching the consumer or the patient at the right time and place in only possible through digital marketing.

Success of any campaign lies in the far reach of it in the public. And with the large population being online what better way is there then reaching them through online. Thus,

through digital marketing it is ensured that the most important and life saving healthcare information should reach maximum number of people.

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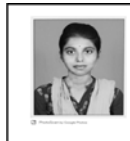
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AUTHOR PROFILE

Veda D V – A student of MCA-BU , Dayananda Sagar College of Arts, Science & Commerce and . at present pursuing IV Semester.She did her BSC(PMCs).Her Area of Research is Big Data.



Sneha R V – A student of MCA-BU, Dayananda Sagar & College of Arts, Science & Commerce. at present pursuing IV Semester.She did her BSC(PMCs).Her Area of Re Research is Big Data.



Mrs. Srivatsala V is working as Asst Professor in Department of MCA , Dayananda Sagar College of Arts, Science & Commerce. She has overall teaching experience of 14 years. Her area of research is Big Data in Healthcare and also Digital Marketing

