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## CHARACTERISTICS OF MARKETING ACTIVITIES IN THE HEALTHCARE SYSTEM

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### Introduction

In the context of ongoing transformations of healthcare systems driven by demographic changes, technological advancement, and increasing public expectations, healthcare marketing has emerged as a critical instrument of socio-economic governance in the sector. According to the definition proposed by the American Medical Association, healthcare marketing is a comprehensive managerial process encompassing the planning, economic justification, and control of medical service provision, pricing strategies for preventive and curative care, promotion of healthcare services and medical products, and management of their delivery to consumers. This definition highlights the systemic nature of healthcare marketing, which extends beyond purely commercial objectives and is closely linked to public health outcomes.

Marketing of medical services is widely regarded as a fundamental component of social management in healthcare, ensuring alignment between the interests of patients, healthcare providers, and governmental institutions [5]. In this regard, particular attention must be paid to the specific characteristics of marketing activities in healthcare, a sector distinguished by high social responsibility,

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extensive regulatory oversight, and pronounced information asymmetry between service providers and consumers.

### Specific Features of Healthcare Marketing

Marketing activities in healthcare organizations are shaped by continuous signals from the external environment, including public health needs, institutional constraints, and socio-cultural determinants. Healthcare managers are required to respond to these signals by developing new medical services or improving existing ones in accordance with evolving population needs.

A central issue in the introduction of a new medical service is the assessment of its potential demand, including the identification of target market segments, evaluation of consumer purchasing power, and analysis of service attributes that determine patient choice. Long-term engagement with a particular market segment (for example, pediatric dentistry) often leads to increasing specialization and the differentiation of services for narrower consumer groups, such as preventive dental care for preschool children. In this way, healthcare organizations not only adapt to existing demand but also actively shape it, directing patient behavior in strategically favorable directions [5].

The systematic assessment of population needs for medical services is conducted in parallel with the implementation of advanced medical technologies and consideration of broader environmental factors. As a result, healthcare marketing should be viewed as a dynamic and evolutionary process rather than a static managerial function.

### Goals and Objectives of Marketing Activities in Healthcare Organizations

The primary objectives of marketing activities in healthcare institutions include:

- meeting population needs for preventive, diagnostic, therapeutic, sanitary, and rehabilitative services;

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- achieving and sustaining competitive advantages in the medical services market;
- expanding and maintaining market share;
- ensuring economic efficiency through optimization of the relationship between outcomes and costs;
- attracting new patient groups and strengthening patient loyalty.

Accordingly, healthcare marketing fulfills not only a demand-stimulating function but also serves as a strategic mechanism for enhancing the sustainability and resilience of healthcare organizations under conditions of limited resources.

### Algorithm and Methods of Healthcare Marketing

Healthcare marketing activities are implemented through a sequence of interrelated stages encompassing analytical, strategic, and operational dimensions. The initial stage involves market analysis, which is carried out through marketing research aimed at the systematic collection, processing, and interpretation of information relevant to the organization's current marketing situation.

In healthcare practice, the most commonly applied research methods include expert assessment techniques and medico-sociological studies, which enable the integration of professional judgment and patient perspectives [1]. In general terms, the marketing research process consists of problem identification and goal formulation, selection of information sources, data collection, data analysis, and presentation of findings.

Market analysis includes the examination of both the marketing microenvironment and macroenvironment. The microenvironment comprises factors that directly influence healthcare organizations, such as suppliers, competitors, and consumers. Special emphasis is placed on consumer market analysis, which involves the study of demographic characteristics, behavioral patterns, and various types of demand. These may range from negative and latent



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demand to excessive or irrational demand, the latter potentially posing risks to population health.

### **Pricing and Delivery of Medical Services**

Pricing policy in healthcare is determined by service cost structures, demand elasticity, competitors' pricing strategies, the population's purchasing power, and governmental regulatory constraints. Pricing for standardized medical services delivered using uniform technologies tends to be relatively stable, whereas individualized services require more complex pricing models based on expert estimates of time expenditure, pharmaceutical inputs, and consumable materials. The mode and timing of medical service delivery also constitute important elements of marketing decision-making. These parameters are influenced by patient motivation, perceived service value, availability of information about competing providers, and temporal fluctuations in demand, including daily, weekly, and seasonal variations [4].

### **Marketing Mix and Strategic Implementation**

Macroenvironmental analysis encompasses demographic, economic, technological, political, and cultural factors that form the background conditions of healthcare system functioning. On this basis, healthcare organizations select target markets, conduct market segmentation, and position their services accordingly.

The development of the healthcare marketing mix involves the integration of medical services, pricing policies, and promotional tools, including advertising, public relations, and sales promotion activities [2]. Effective implementation of marketing strategy requires its incorporation into the overall organizational development plan, systematic performance monitoring, and continuous adjustment in response to changes in demand patterns.



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### Conclusion

In summary, despite substantial progress in the development and application of healthcare marketing instruments, significant challenges remain in adapting these tools to rapidly changing social, technological, and institutional environments. This creates opportunities for further research aimed at integrating marketing approaches with principles of evidence-based medicine and sustainable healthcare system development.

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