

Role of Digital Marketing in Healthcare Ecosystem

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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

focuses 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 Marketing

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 places 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)
2. Search Engine Marketing and Pay-Per-Click Advertising
3. Social Media Marketing
4. Content Marketing
5. Affiliate Marketing
6. Influencer Marketing
7. Email Marketing

8.Viral Marketing

9.Mobile Phone Advertising

B Technologies used in Digital Marketing

1. Ad Servers

2. Web Analytics

3. Real Time Bidding

4. Big Data Analytics

5. Machine Learning Algorithms

6. Web Content Management Systems

The above mentioned technologies play a crucial role in optimizing the digital marketing ecosystem. It is imperative that the healthcare industry must take up the digital marketing strategies and technologies to reach maximum people.

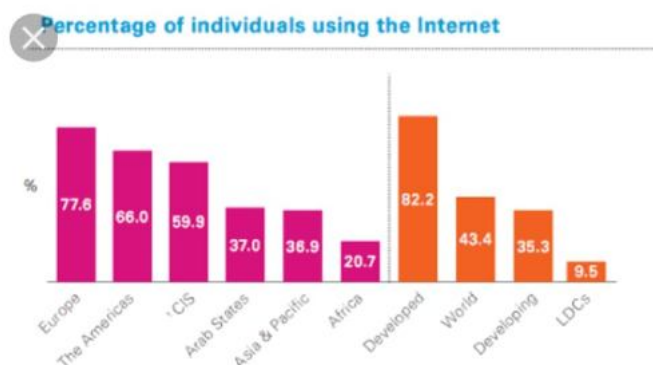


Fig 2.Percentage of Individuals Using Internet

III. Issues in Healthcare Industry in Adopting Digital Marketing

1.Not Enough Investment in Digital Media

The Healthcare industry does not spend enough in the digital marketing arena. Healthcare and pharma marketers spent very less on digital ads, a figure that lags marketers in other industries.

2.Measurement and Metrics

While measurement is a top_of_mind for most marketers, it hasn't much important in healthcare because of the capacity of the marketing has played historically in healthcare organizations.

That's changing, and many organizations have acquire a number of sensible growth and brand-related metrics

3.Market Structure

Due to third party insurance and other entities a healthcare marketer cannot directly reach a customer

4.Trust Factor

People do not trust the advertisements or information coming from the marketers. As the crucial health f a person is involved they tend to be wary and not trustworthy.

5. HIPAA

Consumer adoption of wearables is growing but healthcare marketers are facing so much of struggling to take advantage of wearable opportunities.

There are a so many number of reasons for this, but one might be HIPAA, the Health Insurance Portability and Accountability Act, which regulates the use of Protected Health Information (PHI).

Healthcare organizations regulated by HIPAA must receive content from patients before their PHI is used for marketing purposes, and there are many grey areas, particularly as far as innovative technologies such as wearables are concerned.

That means healthcare marketers are realistically don't have the same flexibility as marketers in other industries that aren't subject to HIPAA [2].

6. Big Data

Humongous data is being generated online. This data is 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

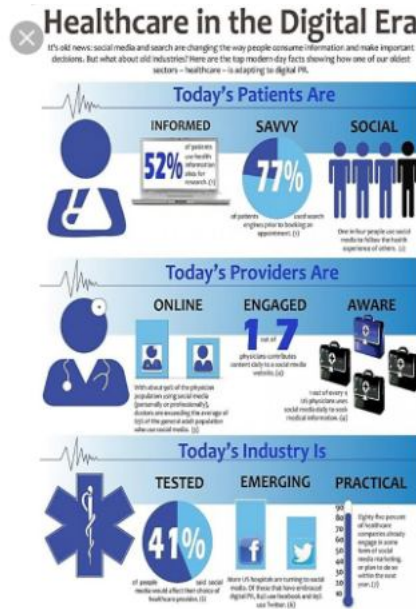
1. Role of Healthcare Big Data Analytics in Digital Marketing

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

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

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 behavior 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

It is thus understood that to provide better healthcare, to understand the patient's 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. Reach the consumer or the patient in 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. Digital marketing ensures that the important healthcare information should reach all.

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