EFFECT OF DIGITAL MARKETING IN HOSPITALS: A SYSTEMATIC REVIEW

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ABSTRACT

Backgrounds: The purpose of health care marketing is to learn and understand the needs and desires of prospective patients in order to be able to meet those necessities. A big advantage is the targeting capability of the electronic media being used by medical institutions as means of advertisement to develop the marketing strategies. This study aimed to review systematically the effect of digital marketing in hospitals.

Subjects and Method: A systematic review was conducted by searching the following databases included Ebscoe, Proquest, Scopus, NEJM, Elsevier and DepKes RI which published articles from November 2018. The keyword for this review was digital marketing. The inclusion criteria were review, systematic review, clinical review and guidelines. After review process seven articles were included in this review.

Results: There is a need for digital methods of promoting, educating, and giving informations of medical care services in order to expand a business. The strategic was to imply attracting new and old patients to offering them low cost and a certain quality health care services, which ensured their satisfaction and the probability of their recommending the health facility further.

Conclusion: The electronic media is effective for medical institutions to develop the marketing strategies.

Keywords: digital marketing, smartphones, hospital, health care service

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BACKGROUND

Nowadays, the digital world is very advanced and widely used by everyone, the ease of accessing goods and services is very easy but social media and large data have brought challenges to the marketing profession (Liu, et al., 2017; McAfee and Brynjolfsson, 2012).

Today's development requires all people to continue to innovate. One of them is in the field of marketing communication where many companies and organizations increasingly see the importance of an integrated

promotional strategy. Smart phone applications are tools where companies can use and combine market research with advertising opportunities. For example, when a doctor uses a mobile application to search for clinical information, they produce traceable data that can inform advertisements. Likewise if a prospective patient is looking for information about the symptoms of his illness, he will get an advertisement for information about his illness. High marketing research enabled by digital technology may also increase the in-

fluence of advertising (Pike and Page, 2014). At the moment we will see the effects that occur if we utilize digital marketing for health services in hospitals.

SUBJECTS AND METHOD

This study was a systematic review using a comprehensive review of published English and Indonesian literature containing relevant indicators through internet search. Avert, EBSCO, Proquest, Scopus, NEJM, Elsevier and Indonesian Ministry of Health are sought from November 2018. Subject titles and keywords include terms for digital marketing,

analysis, hospitals. The articles included are English and Indonesian, whose main focus was on marketing opportunities with digital marketing methods at hospitals. The digital age requires hospitals to play an active role and a nationally integrated hospital information system. It was assumed that using digital marketing can introduce hospitals to smart phone users more quickly than conventional marketing. Submitting information to the public about the types of services and human resources owned by hospitals was easier and can be seen at any time from your hand through a smart phone.

Digital Health Market size was valued at USD 71.4 billion in 2017 and is expected to witness approximately 28.0% CAGR from 2018 to 2024.

U.S. Digital Health Market Size, By Technology, 2013 – 2024, (USD Billion)

Figure 1. Industry Trends of Digital Health Market

Technological developments are rapidly in the field of health and data storage through the cloud can easily reach the patient's medical history by using smartphones and tablets to establish a patient care plan. Increasing developments in the health IT sector along with favorable government regulations have encouraged the adoption of various health IT solutions such as electronic medical records, electronic prescribing systems, remote patient monitoring, and usable medical devices. These factors will drive the growth of the global digital

health market.

RESULTS

The results of a review of 7 journal literature show that the effect of digital marketing on developments in hospitals has an effect on the ease of IT. Every planned activity can be carried out properly so that business people in hospitals begin to be helped in achieving messages to the public through digital marketing.

DISCUSSION

In the world of digital marketing the ability of every company to manage

web pages, e-mail, and social media is now very necessary, even every hospital must have people who are experts in the field of IT, looking back at the growth of the digital world that is increasingly high, it shows that all activities that are included in promotion and education can be carried out only by hand and in a short time other than that it has costs that are not too expensive and have a good impact on the Hospital. It's just that in promoting digitally we must know the limitations in promoting hospital products without violating health ethics.

Increasing digitalization brings important challenges for marketing executives. They are faced with increasing complexity of rapidly changing markets that are beyond their control (Leeftang et al., 2014). Digital

marketing growth in the next 2-4 years is very interesting to be explored, where websites, social media, and mobile apps still occupy the top of the list which will continue to grow. Nowadays there are many hospitals using mobile apps to help their patients make schedules and see the history of their care. With the development of the digital world, it is expected to have an effect on hospitals in terms of marketing.

In a study conducted in Europe, respondents were specifically asked to rank ten potential tensions related to increasing use of digital media and the most important tools for marketing and business leaders to deal with. Respondents were asked to rate three challenges. Next, we also ask if they have solutions that can be developed for this challenge (Figure 2).

Figure 2. The use of the digital marketing world in the next 2-4 years

By looking at the development of the digital marketing world both in general in the company and the current market place, it is not impossible for every hospital to start using digital marketing in every activity both in health promotion and marketing of superior products from each hospital,

using various ways such as setting up websites, setting up social media, and using good infographics to increase public awareness of social media that we share, so that it can be well received and have a positive impact on hospitals. Social media gets strong attention with business (Kaplan &

Haenlein, 2010). Although social media takes control of the reputation of corporate brands, they struggle to measure the real impact. In using the digital marketing, we must be careful in measuring the target strategy of patients and the products offered. This explains why the role of social

media in health sector is needed and is considered as one of the most important parts. With social media, we see it as a way to create value added content for customers and can be a way to connect more strongly with customers and involve them in value creation (Leeflang et al., 2014).

Figure 3. Rank ten potential for increased tension in the use of digital media

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