

Healthcare Marketing

Student's Name:

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Course:

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Due Date:

## Healthcare Marketing

The marketing department in any company is tasked with creating awareness to grow the sale of goods, services, or products. It involves the activities that the company has to undertake in communicating to clients regarding something that is of value to them. Marketing through various advertising media bridges the gap between the parents and the healthcare providers by educating parents on the best ways to keep their children's weight in check.

The Institute of Medicine (IOM) report on child obesity provided important insight on obesity among children below five years. The statistics and data gathered in the report are more than a decade old. The report made several recommendations on the various ways to tackle the obesity challenge among these children. Therefore, the hospital has every reason to undertake new marketing research before investing in the campaign. If the communities heeded the

proposed recommendations in the time elapsed, there is supposed to be a statistical change in the numbers and may have different recommendations in recent times.

The most popular advertising media of the twenty-first century is mobile advertising. The development of the internet and such technologies as data mining and the internet of things has made it possible to gather information, identify and target a specific population during marketing. Social media has become a great asset in mobile advertising due to the huge lengths of time people spend on their mobile devices. Haring (2019) indicates that consumers are on their mobile devices for an average of five hours each day. In 2016, more than half of the internet revenue was earned through mobile advertising. These statistics make mobile advertising a critical asset in marketing and the most effective means of reaching out to parents with children below five years.

In the interventions provided by the report, there is a recommendation of healthy eating habits for the children. The hospital can help parents develop a nutritional plan that will be healthy and appropriate for the children. The report also advocates for social marketing as a civil education model for lactating parents and children (McGuire, 2019). The hospital can provide a counseling department where pregnant women and mothers are offered information on maintaining a healthy child's weight level. It is also the responsibility of healthcare providers to provide growth charts for children, which helps monitor and track the weight and length of children. From these charts, the hospitals will provide advisory services to the parents on the progress they should take to ensure their children's health.

The campaign may not be revenue-directed, but there is a possibility of direct and indirect returns. The campaign brings awareness of the existence of the hospital and the services they provide. It will also increase revenue through the sale of nutritional plans and counseling services to the patients. The campaign should run for at least one year. This time should allow the hospital to evaluate its effectiveness and offer an extension if there are visible benefits and substantial returns. Two years is long enough to measure the impacts of the campaign and therefore determine its effectiveness.

Healthcare providers have a huge role in regulating child obesity for children below five years. The (WHO) report revealed shocking statistics on childhood obesity to call on healthcare providers and hospitals to remedy the situation. Marketing helps the hospitals reach out to the parents and provide relevant information regarding healthy living and weight control among children. Mobile advertising is a digital marketing medium that helps create awareness of childhood obesity while helping call for action on weight control. In a year, the campaign should be evaluated and effectiveness evaluated in two years.

## References

Heinig, I. (2018). The 7 Most Influential Advertising Mediums for 2018. *The Manifest*, retrieved from <https://themanifest.com/advertising/7-most-influential-advertising-mediums-2018>

McGuire, S. (2019). Institute of Medicine (IOM) early childhood obesity prevention policies. Washington, DC: The National Academies Press; 2011. *Advances in Nutrition*, 3(1), 56-57.