

# The Impact of the Marketing Mix on the Healthcare for Boosting Sales

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**Abstract:** This article discusses the Marketing mix that is product, price, place and promotion and how it is effecting healthcare industry, Marketing mix is a strategy, this concept traces back to 1960, when marketing professor E. Jerome McCarthy first published it in a book entitled Basic Marketing: A Managerial Approach, with the help of this marketing plan using the 4 Ps ( Product, Price, Place and Promotion ), companies started to well in marketing and selling their products, not only in local but also across states and countries, that's how powerful the Marketing mix is. And now it is made more interesting, and an additional three elements that help us meet the challenges of marketing services, People, Process and Physical Evidence (Booms & Bitner, 1982), so in total now marketing mix has 7 Ps ( Product, Price, Place, Promotion, People, Process, Physical Evidence, which are driving the plans made out for marketing and selling this days. So the article will be showing how 7 Ps will helped and are still helping the health care sector which is indeed a unorganized sector, At its core, a marketing mix is focused companies to sell healthcare products before selling it will help in promoting a product or service to generate revenue for a company. It integrates key marketing strategies that will create brand awareness, build customers to trust companies and in the end customers end up buying the products or Services.



**Keywords:** Marketing Mix, 7 Ps, Health care, Sales

## I. INTRODUCTION

Health care industry is very much unorganized compared to any other industries and marketing sometimes fails due to the companies who are monopoly in that particular market or product. And then companies started using Marketing Mix, which in turn is effective and helping customers to increase the market share of a in the areas they wanted to grow. Marketing mix helps a clean mix between all the Ps so that chemical reaction will be effective in all angles. For example, product should be a correct mix of the price and price should be set as per the placement of the product (different places/ areas the pricing should be different), the place should be properly mix with the product, price the promotions done in that place, people connected and physical evidence should be presented and with a proper process will make it a great clean mix, with the help of marketing mix.

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It also helps to create new product or service, because when the market mix is in place it also shows a business opportunities which shows the needs of the customers are not taken care by the current product or the price is not effective so can design a product which can work as all in one product and also can make a lesser version product so they can charge less to the customers.

The mix helps in increasing product portfolio which in turn for company's growth is very important and also customers get everything they want under same roof which saves their time and they are much comfortable with it.

The marketing mix Guides to improve business, it helps overall business to evolve, in terms of sales growth, branding, increasing volume of the business, expanding branches to serve customers all over places.

Marketing mix in health care industry will help companies to set a standard process to and achieve their desired goals also it will help society have best quality products at best prices.

And now we in this paper we will be closely looking about how marketing mix is helpful for healthcare for boosting sales.

## II. LITERATURE REVIEW

**Dr. T. Sreenivas, Dr. B. Srinivasarao and Dr. U. SrinivasaRao (2013)** this book talks about 7Ps Product, Price, Place, Promotion, People, Physical evidence and Process in sample hospitals which run under different corporate managements. For this purpose it is proposed to elicit the perceptions from the doctors, nursing staff and administrative staff on marketing mix of hospitals. The data was analyzed by applying different statistical tools to know whether the perceptions of respondents are indistinguishable or not.

**Dr. B.R. Londhe (2014)** This Author is explaining the 4 values of marketing mix module that are Valued customers, Value to the customers, Value to society and Value to the marketer, the conclusion The 4 Values model even though is at conceptual level but it certainly answers many questions of modern marketers which are not answered by traditional theories of marketing mix. The new approach will attract the academicians to study model further and for practitioners it will help in understanding customers in more focused way and satisfy their needs holistically.

## III. METHODOLOGY OF THE STUDY

The main objective of this study is to analyse the growth of the sales of health care sector using Marketing mix using Data from varying databases like peer-reviewed journals, reports, magazines, news websites, circulars, and books. And my own experience in this industry for 5 years.

### How marketing Mix help improve sales

Marketing mix which consist of 7 Ps (Product, Price Place, Promotion, People, Process and Physical evidence) before any product or service sales if company first studies the market and deep dives about 7 Ps and then plan strategies to launch new products or old products in new markets, that will be very fruitful for the company rather going in blindly.

- Product – Studying about the product and its benefits to the current market, about how effectively the products can be showcased, online or offline or any small changes in design of the current product to make it much better in our targeted market.
- Price – Every place or market has its own set of target audiences, so pricing is most important for a success sale of a product or a service.
- Place – Place of sale should easily accessible for customers and also the footfall should be more so the selection of location is very important, for example – an Ice cream shop near school and college is much better than opening up a shop outside hotel.
- Promotion – It is a presales method which helps companies to create an image in customers mind and project it as it is better than other products, it should be done at right place, for example – Iphone 14pro Advertisement is best at Airports compared to a fish market.
- People – If company doesn't understand target audience and their needs, the promotion they do will not be wasted.

- Process – A standard process should be set for marketing or any work that will be routine and done on a daily basis, so it can be effective and also improved time on time for better results
- Physical evidence – In today's modern world customers are trusting companies who have a proper setup of offices or a verified secured website, it makes customers trust companies and buy products or services without fear.

### **Effect of marketing mix for growth of health care sales**

Health care market is much unorganized, Selling in hospitals will happen not only if you have good pricing but we must have good connects with upper management, great promotion so they can notice us, place of selling should be accessible and product must have its own USP (unique selling proposition). And it is advisable to have a top down approach for higher rate of success, for example if a sales person connects 10 hospitals purchase manager with extraordinary products and service at a best price, he could convert 2 or 3 hospitals, and other way around if he will try and get appointment with higher management in the hospitals with the same product his closer would easily more than 6 hospitals, reason higher management will be the decision maker, no need to take approvals, and most importantly its benefitting his business so he will start acting ASAP.

The 3 extended Ps are very much important in selling products in hospitals. Because this industry runs with trust and references, and the 3 Ps are (people, Process and Physical Evidence), people – we have to know the proper SPOC (stranded point of contact) who will have the power of buying without needing approvals. Process – A standard process has to be set so the new sales persons can easily get hand of it how to take appointments and meet the important persons in hospitals and also be through of pre sales and after sales process. Physical Evidence – Higher management also expects trustworthiness from companies, so the company must have its presence, its head office or a secured website which customers can freely trust on it.

### **Current Challenges Faced by Sales team& Scope of improvement:**

#### **Challenges**

1. Entry into big hospitals is a big task and after Covid 19, it has become much tough to enter a hospital if you are a sales person
2. As a fresher in the industry getting in touch with higher management is tougher
3. Purchase heads expecting for bribes makes the market much un organized, and tougher to sell even having best produce with best pricing.
4. Purchase heads are not trusting new vendors
5. Getting appointment with upper management is not easy and so the visits of a sales person reduce and in turn its effects on the sales.

#### **Scope of Improvement**

1. Don't waste time going hospital and then they don't let you in, you can take proper appointment with purchase head or biomedical department and then start for hospital, or sometimes you can try getting in as a customer/patient and crack your meeting.
2. Fresher should have training, how to make appointments over a call on field training with experienced staff, and then give him a SOP to operate.
3. when Bribe comes into picture first connect your imitate supervisor and times like this if you are full confident about your product compared to the market then you should use top down approach, try to meet managing director or a owner of the hospital you will for sure crake the deal.
4. Simple solution make more calls, can't beat hard work, because doctors owners of the hospitals are busy with day to day work, so its simple target more hospitals and use an excellent pitch that if they are not busy u will get that appointment.

#### IV. CONCLUSION

Product, price, place and promotion are important but in my study for health care sales with experience, in today's date all companies have a competitive product quality and the pricing so the companies to stand out the extended Ps are very important (People, Process and Physical evidence).

Company to stand out they must excellent people with a great process and make a good relationship with help of Physical evidence and gain the trust and establish a long term relation with the hospitals.

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