



Healthcare Marketing: A Case Study Approach

Leigh W. Cellucci, PhD, Carla Wiggins, Tracy J Farnsworth, EdD

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Experienced healthcare marketers know that the traditional four Ps of business marketing product, price, placement, and promotion don't always translate into the world of healthcare marketing. In this practical guide, the authors address the importance of a different set of Ps: physicians, patients, payers, public, and the presence of politics for building a solid foundation in healthcare marketing. The book focuses on the unique needs of marketing in the healthcare industry, applying general marketing theory and concepts where appropriate and tapping into the day-to-day experiences of working healthcare marketing professionals. The four main parts of the book are introduced by comprehensive cases that will challenge readers to consider strategic marketing initiatives while teaching them the differences between marketing healthcare and marketing other products and services. Each chapter includes an additional case study that addresses relevant healthcare marketing concepts through real-world applications.

The basics of a healthcare marketing plan

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