

Service Marketing Mix (7Ps) and Patient Satisfaction in Clinics: A Review Article

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ABSTRACT

This study aims to review the healthcare marketing mix and patient satisfaction in clinics. The findings indicate that the healthcare marketing mix (7Ps) in clinics 7Ps comprises people, product (services), process, physical evidence, price, place, and process. The proposed theoretical framework is shown the relationship between the service marketing mix in clinics and patient satisfaction. Managers may adopt the 7Ps of this review article to achieve patient satisfaction and intended performance levels. The researcher recommended further study to clarify the relationship in this sector.

KEYWORDS: Healthcare Services, Marketing Mix, 7Ps, Clinics, Patient satisfaction

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INTRODUCTION

The Healthcare context is a dynamic changing industry. Healthcare services face the dual challenges of being strong in both healthcare management and expertise. Patient satisfaction is at the forefront of healthcare and will not go away. (Wooldridge & Camp, 2019) Quality is what customer needs. In other words, quality is measured by customer satisfaction. Customer-focused quality management is one of the essential ingredients of successful organizations because the customers are the ultimate judges of service quality. (D’Cunha & Suresh, 2015). Patients deserve high-quality healthcare services. The healthcare quality management efforts should be focused on patient’s needs and experiences. (Balik et al., 2011 as cited in Pruitt et al., 2020) The marketing mix has an essential role in influencing consumers to buy a product or service offered by the company. The marketing mix elements consist of all the variables that a company can control to satisfy consumers. The marketing mix strategy mixes activities marketing to look for the maximum combination to bring the most satisfying. The marketing mix is the organizational

elements of a company that can be controlled by the company in communication with guests and to satisfy guests. (Kotler & Armstrong, 2012, Alma, 2011, Zeithaml & Bitner, 2013 and Yoyada&Kodrat, 2017).

In the healthcare industry, the patient perception of service quality positively influences patient satisfaction. When a gap exists between expectations & perceptions of quality attributes and outcomes, dissatisfaction follows. When expectations are met by service performance, patients are satisfied. When performance exceeds expectations, there is a delight with the service quality. Healthcare providers need to be aware of how patients perceive healthcare quality. In identifying patient perceptions, the primary indicator used to evaluate the quality of care is patient satisfaction (D’Cunha & Suresh, 2015). Patient Experience is an essential outcome of medical care and is related to patient safety and clinical effectiveness. (Ahmed et al., 2014, Doyle et al., 2013) Patient experience and patient satisfaction are two terms often encountered when discussing a patient-

centered approach. Patient experience is individual interactions, what happened, and how often, as opposed to patient satisfaction. Those two terms are distinguished from the patient outcome, such as when a known terminal illness may be hospitalized in a supportive, patient-centric environment with an overall positive impression despite a poor clinical outcome. Unlike measuring clinical outcomes, which are generally objectively defined, accurate assessment of the patient experience employs subjective patient satisfaction surveys. Patient expectations vary depending on the type of clinical encounter. (Jensen et al., 2016)

Patient satisfaction is related to the patients and their families. It includes various dimensions ranging from service aspects to medical aspects and nursing services. (Al-Qarni et al., 2013) The marketing mix (7Ps) strategies create value in patient experience and patient satisfaction (Wooldridge & Camp, 2019). Patient satisfaction is the standard for healthcare service quality. The value of service quality of a health facility is not only determined by the administrator but also by service consumers. (D’Cunha & Suresh, 2015).



Figure 1 marketing Mix (7Ps) (Wooldridge & Camp, 2019: 5)

SWOT Analysis

Internal Environment External Environment

<p>Strengths</p> <ul style="list-style-type: none"> • The strengths of patient services experience • Practical services options • Flexible business model adapts to the purchasing power of the consumers • Integrated marketing communication channels to respond to the patient's needs 	<p>Opportunities</p> <ul style="list-style-type: none"> • A growing trend in the industry • Law & Regulations of Social assurance to promote company employees' healthcare
<p>Weaknesses</p> <ul style="list-style-type: none"> • The capital necessary to grow the business • Lacks work face to face with the patients for now 	<p>Threats</p> <ul style="list-style-type: none"> • The economic forces • Low purchasing power due to a negative factor of COVID-19

Marketing Mix Factors (7Ps)

Patient Experience (Factors)	Yoyada&Kodrat (2017)	Wooldridge & Camp (2019)	Lestari et al. (2020)
People (Personal)	People are all actors who play an essential role in presenting services to affect buyer's perception. Elements of people are employees of companies, consumers, and other consumers. All employee attitudes and actions, how to dress employees, and employees' appearance influence the success of service delivery.	Healthcare is a service delivered by people for people. Patients evaluate healthcare based on the quality and outcome of medical treatments, how they perceive they have treated them, and the quality of interaction delivered by their healthcare provider. The quality of the service delivery will depend upon the skills, training, experience, and attitude of the person providing the service, which can vary significantly from one provider to the next.	People indicators are the doctor in conveying information related to the disease or complaint to the patient, information about the officer's medicine, the staff's attitude and skilled in serving patients, and service procedures that do not confuse.
Price	Price is the measurement used in exchange for the buyer and seller's acquisition of goods and services. Pricing is essential to the success of the business. Thus, an in-depth analysis of various factors is used to determine the price level of goods and services. It takes to choose the right price to set that adequately suits the consumer's satisfaction and produce utility suitable for the price.	Price is the amount the customer has to pay. There are various health service system values depends on medical, nursing, or other medical expenses. There are many types of disbursement. Whether it be insurance, compensation, or personal expenses, there may be different payment terms. The service provider's payment must explain the service fee details, such as surgery and any other costs each patient has to pay or can pay. If there is an excess payment, how much more will be required to pay. These lists should be written on the receipt.	Price indicators include the suitability of the service rates set for the services provided, the prices charged, and drug prices' affordability.
Place	Distribution means all activities of the company. It is used to move goods from business to market to produce products that consumers want and need. In contrast, the distribution channel manages the movement of goods from the manufacturer to consumers both directly and indirectly by determining the location and delivery channel and the scope of distribution to consumers.	A location is a place where a product is sold or how the product is presented to customers. It could be included business hours, type, or presentation of the product in new channels such as social media. All of these factors will be assessed in 7Ps and will undoubtedly reflect the changes.	Place indicators include the convenience of the clinic locations, room structure, spacious parking spaces, clinic's cleanliness, and clinic's comfortableness.
Promotion	A promotion is a combination of sales priorities, that is, advertising, personal selling. It includes sales channels or	Promotion is the presentation to consumers about the quality of the product and what it could do. Nowadays, there are many ways	Promotion indicators include three of the following, the ease of the clinic promotion to

	other means of selling.	to present goods on social media channels focusing on Word of Mouth communicating with consumers. This online and social media review allows customers to see more reviews from various customers who bought the product. A customer of Positive WOM health service can perceive customer feedback. A negative WOM is negative feedback from a customer. As a result, organizations' or institutions' Services may need to be improved to satisfy customers.	be known by the public, the need for leaflets or brochures on the clinic information, and the clinic's placement is readily known to the public.
Physical Evidence	It is a fact that physical evidence influences the consumer's decision to purchase and use a particular product or service. Elements in a physical facility include environmental or physical buildings, equipment, materials, logos, colors, and other reassuring items that will impress customers.	Physical Evidence includes equipment and pharmaceuticals and the atmosphere and physical environment. Physical symbols such as logos, uniforms, and equipment will be displayed differently for each organization.	Physical evidence indicators include politeness and neatness of the appearance of health personnel, the neatness of the clinic's room layout, and the cleanliness of the clinic always maintained.
Product	Everyone is essential in delivering a service or product. That can convince others to be interested in products and services, whether they be those who have used the service, corporate employees, including the image or dress of the organization will build on the success of the service.	Products or services or any ideas are all presented to customers. There are convenient healthcare services with a team of doctors, nurses to provide services to customers directly. The service will be standard and will be controlled not to be expensive. There is a strategy created. They are creating value for patients or service recipients by organizing a practical assessment.	Product indicators or patient service indicators are 1) the length of service transactions, 2) the comfort of the waiting room, and 3) the ease of payment procedures.
Process	A process is a mechanism and flow of activity from start to finish. This element of the process means something in the service to create satisfaction for consumers. Care must be taken in every step how to serve customers better and make them happy. Based on these descriptions of integrated marketing, it can be concluded that the marketing mix is the most influential component of sales because these elements can influence consumer interest in purchasing decisions.	The process is providing services to the patient from the beginning until going home and following up after treatment. An example is a hospital (The University of Texas MD Anderson Cancer Center in Houston, Texas) that differentiates itself from its competitors through a process that uses pager reminders..	Process indicators are the speed and accuracy of the services provided, the friendliness of the doctor in serving patients, and the courtesy and friendliness of the staff in assisting patients.

Patient Satisfaction

Patient Satisfaction	D'Cunha& Suresh(2015).	Astuti& Nagase (2014).	Tarihoran et al. (2020)
Description	Patient satisfaction is the standard for healthcare service quality. The value of service quality of a health facility is not only determined by the administrator but also by service consumers. When a gap exists between perceptions & expectations of quality attributes and outcomes, dissatisfaction follows. When expectations are met by service performance, patients are satisfied.	Customer satisfaction refers to a specific evaluation of the overall services provided. It must be assessed based on the experience during the service delivery process. (Astuti & Nagase, 2014)	The factor influencing patient satisfaction and one that would increase service visits is an outstanding service, easy access to services, reasonable price, and the service process is convenient without confusion.

A review concludes the definitions of terms as follows:

People refer to the doctor in conveying information about the disease or complaint to the patient, information about the officer's medicine, the staff's attitude and skilled in serving patients, and service procedures that do not confuse. (Lestari et al., 2020)

Price refers to the suitability of the service rates set for the services provided, the fees charged, and drug prices' affordability. (Lestari et al. (2020)

Place refers to the location, business hours, type, or presentation of the product in new channels such as social media. All of these factors will be assessed in 7P and will undoubtedly reflect the changes. (Wooldridge & Camp, 2019)

Promotion refers to a combination of sales priorities, that is, advertising, personal selling. and includes sales channels or other means of selling. (Yoyada&Kodrat, 2017)

Physical Evidence refers to equipment and pharmaceuticals and the atmosphere and physical environment. Physical symbols such as logos, uniforms, and equipment will be displayed differently for each organization. (Wooldridge &Camp, 2019)

Product (Services) refers to creating value for patients or service recipients by organizing an adequate assessment. (Wooldridge & Camp, 2019)

Process refers to the speed and accuracy of the services provided, the friendliness of the doctor in serving patients, and the courtesy and friendliness of the staff in assisting patients. (Lestari et al., 2020)

Patient satisfaction refers to a gap that exists between expectations & perceptions of quality attributes and outcomes; dissatisfaction follows. When expectations are met by service performance, patients are satisfied (D'Cunha & Suresh, 2015).

The link between healthcare service marketing and patient satisfaction is based on Naidu, 2008; Sreenivas et al., 2013; Ofili, 2014; Thawalyawichachit, 2014, Al-Qurni et al. (2014). Thus, this study identifies the relationship between healthcare service marketing mix (7Ps) and patient satisfaction. The implications could improve healthcare service quality in the private healthcare sector (clinics), Thailand.

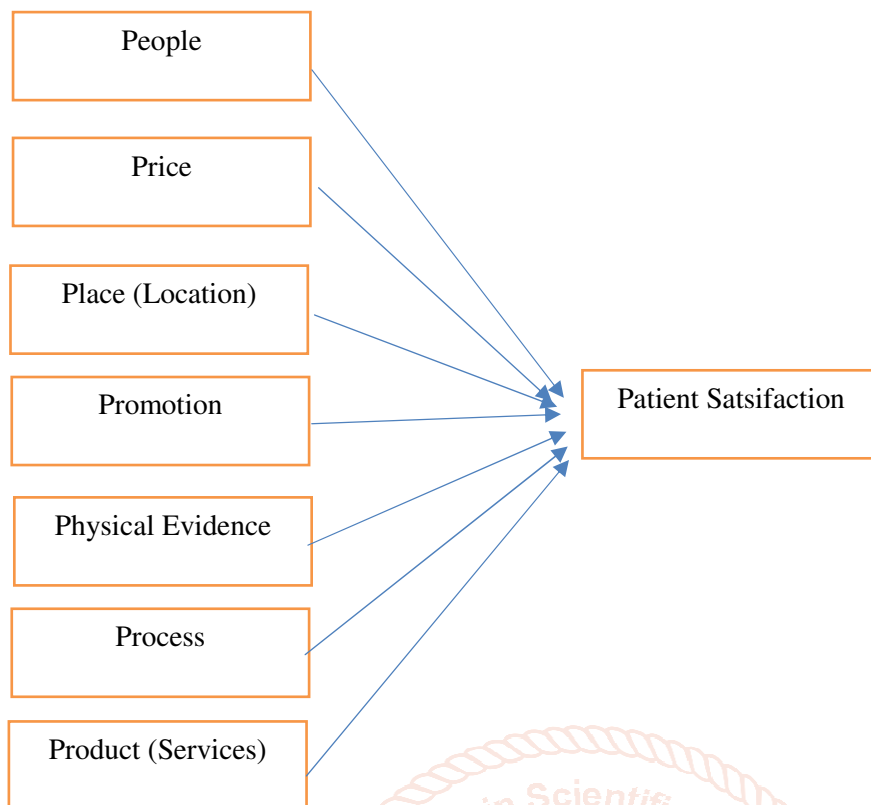


Figure 1. Theoretical Framework

Instrumentation of Marketing Mix (7Ps) Measurements

Original Questions	Modified Questions
Product/Service (Srrenivas et al., 2013) 1. the services provides at hospital are attractive 2. Equipment is latest 3. The hospital is having good patient care 4. Reception services are good 5.This hospital is capable in developing new services	Product (Service) 1.the services provides at clinic are attractive 2. Equipment is latest 3. The clinic is having good patient care 4. Reception services are good 5.This clinic is capable in developing new services
Prices (Srrenivas et al., 2013) 1. Prices are affordable 2. Treatment quality depends on price 3. The charges in hospital are reasonable	1. Prices are affordable 2. Treatment quality depends on price 3. The charges in clinic are reasonable
Place/Location (Srrenivas et al., 2013) 1. Patients are from all places 2. Hospital is well reputed 3. Hospital have place convenience 4. Hospital is located at a right place	1. Patients are from all places 2. The clinic is well reputed 3. The clinic has place convenience 4. The clinic is located at a right place
Promotion (Srrenivas et al., 2013) 1. Hospital promotional campaigns are gaining the attention of the needy 2. Special campaigns at concession rates are getting good response from patients 3. This hospital have brand image	1. Clinic's promotional campaigns are gaining the attention of the needy 2. Special campaigns at concession rates are getting good response from patients 3. The clinic has brand image
People (Srrenivas et al., 2013) 1. Doctors with excellent knowledge 2. Doctors treat all the patients alike 3. The supporting staff and nurses are qualified 4. The staff is sympathetic towards patients	1. Doctors with excellent knowledge 2. Doctors treat all the patients alike 3. The supporting staff and nurses are qualified 4. The staff is sympathetic towards patients

Physical Evidence (Srrenivas et al., 2013) 1. The interior decoration is very good 2. Lighting and ventilation is good 3. Sewerage facilities are good 4. Communication facilities are good	1. The interior decoration is very good 2. Lighting and ventilation is good 3. Sewerage facilities are good 4. Communication facilities are good
Process 1. Treatment process is lengthy and time consuming (Srrenivas et al., 2013) 2. Bill settlement process is simple (Srrenivas et al., 2013) 3. Service counters are sufficient (Srrenivas et al., 2013) 4. Waiting time is reasonable (Srrenivas et al., 2013) 5. Safety of the dental clinic (Saub et al., 2019)	1. Treatment process is lengthy and time consuming 2. Bill settlement process is simple 3. Service counters are sufficient 4. Waiting time is reasonable 5. The safety of the clinic is appropriate

Original Questions (Al-Qarni et al., 2013)	Modified Questions
1. Our patients are satisfied with the quality of our service 2. Our patients are satisfied with the price of our service 3. Our patients are satisfied with the promotion of our service 4. Our patients are satisfied with the physical evidence of our service 5. Our patients are satisfied with the process of our service	1. I am satisfied with the quality of services. 2. I am satisfied with the prices. 3. I am satisfied with the clinic's promotion. 4. I am satisfied with the clinic's environment. 5. I am satisfied with the process of services.

Demographic Profile (Thawalyawichachit, 2014)

Gender	Female Male
Age	<20 years old or lower 21-30 years old 31-40 years old 41-50 years old 51-60 years old 61-70 years old 71-80 years old 80 or over
Marital Status	Single Married Divorced
Education	<Bachelor degree Bachelor degree Master degree Doctor degree
Occupation	Students Civil Servant/ State Owned Enterprise Private Sector Employees Business Owners Freelance Homemakers Retired Others

Income	5,000 THB or lower 5,001-10,000 THB 10,001-20,000 THB 20,001-30,000 THB 30,001-40,000 THB 40,001-50,000 THB 50,001-70000 THB 70,001-100,000 THB
Frequency of Visits	Over 8 times a month 8 times a moth 4 times a month Twice a month Once a month Below once a month

Conclusion

In healthcare marketing, many factors affecting the brand choices of choosing the clinics and influencing the target market segmentation and the market share to the healthcare providers. To adapt the business model as smoothly as possible, the clinic's manager would focus on marketing concepts and management services because they impact patients' perceptions and decisions to use the clinics. The service marketing mix (7Ps principle) values the customers (patients) in the healthcare context system. Therefore, healthcare quality management is essential to produce quality results for patients to reach the highest satisfactory level and intention to revisit the clinics.

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