**THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES**

**MARKETING DOCTORAL STUDY**

**DOCTORAL THESIS**

**MARKETING MANAGEMENT OF RELATIONS WITH CLIENTS AND PARTNERS IN HEALTH SERVICES**

**SUMMARY**

**Scientific Supervisor:**

**Prof. Dr. Valerică Olteanu**

**Doctoral Student:**

**Adrian Mociu**

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**SUMMARY**

This paper aims to provide a detailed and comprehensive overview of the healthcare system in Romania, addressing its significant challenges and deficiencies. The primary goal is to offer a critical and objective analysis of the current state of the healthcare system, highlighting major issues such as the shortage of medical staff, medications, and necessary equipment, as well as the complexities in the relationships between medical personnel and patients.

Through the conducted research, the objective was to offer a deep understanding of the perspectives of different population groups regarding the healthcare system and to analyze the influence of socio-demographic factors on these perceptions. Thus, the paper highlighted the impact of age, education level, and residential environment on patients' opinions and behavior in complex medical situations.

In addition to aspects related to the healthcare system, the research aims to foreground the relational behavior of the population in the context of the COVID-19 pandemic and to identify attitudes towards the measures and restrictions implemented by the authorities during this period.

Among the main results of the research is the delay in seeking medical attention by many patients until advanced stages of illness, highlighting the need for better medical education and the promotion of health prevention. Open communication between doctors and patients is a critical element to ensure an empathetic and effective healing process.

The research also demonstrates the importance of socio-demographic factors on patients' perceptions and behavior in relation to doctors and the healthcare system. Age, domicile, and education level have a significant influence on patients' opinions and preferences in complex medical situations.

In the context of the COVID-19 pandemic, the relational behavior of the population was analyzed, highlighting attitudes towards the measures and restrictions implemented by the authorities.

Overall, this research represents a significant contribution to the understanding of the healthcare system in Romania and the doctor-patient relationships.

**Key words: marketing management of relations, health system, procesual and therapeutical relations, provider – client relations, relational behaviour;**