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**Interactive marketing
in the field of health services**

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Key words

- Health services
- The health services market
 - Marketing of services
 - Customer satisfaction
 - Perception of services

Interactive marketing in the field of health services

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With this doctoral thesis we aimed to study the role that interactive marketing has in the services provided within the health system. Moreover, taking into account the specificity of the health field, in this paper we focused on the public system. This approach started from the fact that, unlike the private system which is characterized by a diversity of factors (the financial situation of the service beneficiaries, the development of complementary services to the basic service, the orientation mainly towards a high degree of satisfaction of the consumers of health services, etc.), the public health system addresses, above all, a much larger category of the population.

In this context, in the theoretical part we have carried out a conceptual analysis of the marketing term, capturing the main evolutionary moments. At the same time, we approached the transition to the marketing of health services, which aims to implement a set of specific policies and strategies and which aims to improve the health of the population by generating desirable behaviors at the behavioral level. In other words, we tried to emphasize the fact that, regardless of the strategic objectives of the organization, all the tools used in marketing are also adapted in the field of health.

At the same time, we tried to capture the specificity of the health field, namely the fact that patients, at least as far as state hospitals are concerned, do not interact with variables such as price, distribution channels having particular characteristics.

Taking into account the particularities of the field, attention was directed to interactive marketing, emphasizing that, in the process of providing health services, a main role belongs to the medical staff. We also made a foray into the history of the emergence and use of marketing in the health field. We also synthesized the main theories of interactive marketing in order to capture the understanding of the dynamics of consumer engagement in health services, data-driven decision-making and personalized experiences.

Also, I briefly presented the public health system, highlighting the main stages of development, highlighting the particular way of the one in Romania, especially after the moment

of Romania's accession to the European Union.

Starting from the theoretical considerations, through this doctoral thesis we managed to carry out a study on the role of interactive marketing in terms of health services provided by public hospital institutions.

Regarding personal contributions, we note the following points of interest:

- An extensive analysis of the theoretical and empirical concepts that currently characterize interactive marketing and the health services market, based on the review of a serious bibliography on the specialized field related to the topic;

- Analysis of the health services market in Romania;

- Analysis of the behavior of the consumer of health services;

- Carrying out a qualitative and quantitative marketing research that highlighted important aspects regarding the perception of consumers of public health services on the quality of the services provided;

- Elaboration of proposals to improve the marketing mix related to the activity of public health services, aimed at real and potential consumers.

During the realization of the present research, other themes emerged that could be studied in the future, respectively:

- Carrying out an extensive study at the level of the entire country, on the same theme;

- Carrying out a comparative study between public health services provided by hospital institutions in Romania and private ones;

- Carrying out a quantitative research on the behavior of the direct and potential beneficiaries of public health services in conjunction with the level of information regarding the rights and obligations of patients.