

OPINION

From Professor Geno Kirov Kirov, DMN

of a dissertation on the topic:

THE NEED FOR MARKETING CULTURE AS A MANAGEMENT FUNCTION IN HOSPITAL MANAGEMENT

Dissertation: Dr. Anton Petkov Petkov

The management of health care facilities in modern conditions is closely related to the economic, legal and social aspects in our country. Of particular importance is the marketing culture of the head of the health institution. According to the modern vision, marketing, in addition to specific management technology and financial procedure, is also a cultural phenomenon. The dissertation of Dr. Anton Petkov Petkov is modern and up-to-date and concerns an extremely important issue, reflecting the marketing culture of the medical manager in the current period. The dissertation submitted to me is structured on 119 typewritten pages and contains the following chapters:

- Introduction
- Literature review
- Purpose, tasks and methodology
- Summary of results
- Conclusion - conclusions, recommendations and contributions
- Literature
- Application
- Publications in connection with the dissertation

The bibliography cites 121 authors, 81 of whom are in Cyrillic.

LITERATURE REVIEW

In the review in analytical - critical analysis the essence and the role of the managerial process are considered in contemporary aspect. Marketing is realized in two main processes:

- Offering a wider range of goods and services, differentiation and demand in different markets.
- Search and development of new and developed needs and increased purchasing power.

Another important point is the application of marketing approaches in healthcare, where the balance between several interests is of particular importance, namely that of the consumer - patient and not insignificant is the attitude of society to the hospital. The diagram presents the specific features of health services. Emphasis is placed on the growing need for a new marketing culture in the management process of the hospital. Attention is paid to public relations, which always has a two-way role. An analysis of markets and consumer behavior has been made, with special attention paid to the reliability and specificity of these processes. Modern medical marketing related to medical quality (management approaches) and social ethical marketing are considered as a modern direction in the theory and practice of marketing for effective organizational change in healthcare.

OBJECTIVE TASKS AND METHODOLOGY

The goal and the five tasks are correctly formulated and are a consequence of the set topic for the dissertation. As monitoring material they are included in public and two private hospitals. The study included 306 hospital staff and 340 treated patients. Documentary analysis, direct individual anonymous survey and modern statistical processing were used.

RESULTS ANALYSIS

The results in the public and private hospitals from the previously set tasks are analyzed in tabular and graphical version. Included is an assessment of the awareness of the medical staff, an assessment of the usefulness of the marketing approach. The difficulties in using the marketing and the application of the competitive analysis in the management activity, expressed with an opinion about the unmet needs, as an object for correction of the future activity of the hospital and the interconnection between the hospital and outpatient sector, use of the Internet as an information tool for the public and patients are analyzed. . Emphasis is placed on prior information of patients, sources of information on the quality of hospital activities. The attitude of the patients for re-selection of the given hospital, the reasons for dissatisfaction of the patients, the communication culture of the medical staff are of special importance. Logically, a comparative analysis of the data for public and private hospitals was performed, as the awareness in the private hospitals was higher. Private hospitals also have a significant advantage in the competitive analysis. They obviously have a better connection with the outpatient sector, as well as the use of the Internet as a means of information.

SUMMARY OF RESULTS

As a general finding, the insufficient marketing culture in the studied hospitals is established, which complicates the management process. The public relations activity is also insufficiently targeted. It is rare to use competitive analysis as a key element of marketing. Conducting anonymous sociological surveys is an important approach to identifying a number of problems in health care and health reform.

YIELD

- From a methodological point of view, for the first time in Bulgaria, health marketing is analyzed outside the traditional economic vision of this concept, which includes specific social, cultural and ethical aspects for healthcare.
- The insufficient marketing culture in the hospital sector has been proven, which leads to inefficient use of the bed stock and uneven rhythm in the activity and workload of the medical staff.
- The study fills a gap in the required culture of competition between medical institutions, as a guarantee for the quality of medical services.
- The comparative analysis in the public and private hospital sector reveals differences in the level of marketing culture of the staff.
- There are shortcomings in the use of the means of informing the public about the medical services offered. Patients are admitted to the hospital with a serious preliminary information deficit, more often in public hospitals.
- Unsatisfactory coordination between primary care (GP) and hospital care specialists has been established.
- The principle of target patients has been introduced in practice as part of the marketing approach.
- The outlined differences in the management of public and private hospitals help to build policies to strengthen management approaches in hospitals with poor financial performance.
- Recommendations for improving governance are substantiated. As a priority task of the hospital management it is recommended to overcome the narrow framework of the hospital and to establish a strong connection and coordination with the outpatient network and in particular with the GPs.

CONCLUSION - CONCLUSIONS AND RECOMMENDATIONS

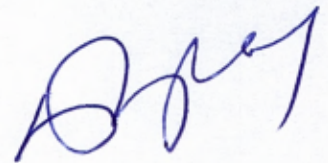
The conclusions are 14 in number and are a logical consequence of the set goal and tasks. The recommendations are 7 and are synthesized from the personal experience of the dissertation and the current state of this important medical and social problem.

The presented dissertation of Dr. Anton Petkov Petkov is up-to-date and modern with a contribution character and meets all the requirements of the Law on Development of the Academic Staff of the Republic of Bulgaria, therefore I propose to hold a positive vote by the esteemed jury at the National Center for Public Health and Analysis "for awarding the educational and scientific degree" Doctor ".

Date

15.02.2021

with respect:



Professor Geno Kirov, DMN