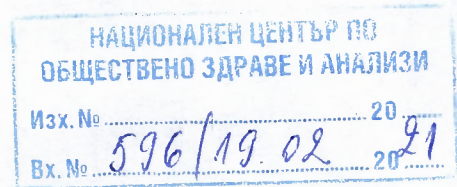


OPINION



By Prof. Dimitar Radev Radenovski DM

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 modern hospitals requires a lot of theoretical knowledge and practical experience from their managers, or in general from a marketing culture. With the introduction of market mechanisms in healthcare, the relevance and importance of marketing in healthcare has increased. In this aspect the dissertation work of Dr. Anton Petkov Petkov is presented. It is extremely relevant in the current period. The dissertation is structured on 119 typewritten pages in the following chronology:

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

121 sources are cited in the literature, of which 81 in Cyrillic and 40 in Latin

Literature review

The review presents global trends in health marketing, broken through our healthcare structure and management. As a reflection of this, the marketing culture can be considered in two aspects:

- Providing a richer range of goods and services, differentiation and demand in different markets.

- Search and development of new needs and increase of purchasing power.

Basically, the marketing culture is related to the human factor, and marketing is seen as a managerial social process. In modern conditions, the communication between the individual units and the competition between the health sectors and structures play a big role. An important point is the balance of interests between the different sectors in healthcare and this user - patient. The diagrams present the specific features of health services. Not without significance is the growing need for a new marketing culture in the management process of hospitals. Public relations is particularly important and relevant and often has a two-way role. Hospital markets and consumer interests are analyzed, with an emphasis on the reliability and specificity of these processes and relationships. Attention is paid to the medical quality - the separate approaches in the management of the health structures, connected with the social - ethical marketing. It is a modern direction in the marketing culture for effective, timely and reliable change in the organization of healthcare.

OBJECTIVE TASKS METHODOLOGY

The aim is a logical consequence of the set dissertation topic. There are 5 tasks and determine the way of developing this scientific work. A methodological study of two public and two private hospitals was conducted and included a survey and analysis of 306 hospital staff and 340 treated patients. Modern statistical processing is applied.

RESULTS ANALYSIS

They have a contributing character of the dissertation. A thorough critical analysis of the results in public and private hospitals was performed. An assessment of the awareness of the medical staff has been expressed. The usefulness of the marketing approach, the difficulties in the use of marketing, the application of the competitive analysis in the managerial activity are analyzed. An opinion was expressed about the unmet needs, as an object for correction of the vigilant activity of the hospital and the interrelations between the hospital and outpatient sector. The Internet is of particular importance as an information tool for the public and patients. In this way, information is obtained about the overall activities of the hospital and the attitude of patients to be treated in it. Not without significance in this aspect is the communication culture of the medical staff. A comparative analysis of the data on the overall activity of public and private hospitals has been made. Awareness is higher in private hospitals and they have a significant advantage in competitive analysis. In general, they have better relationships with the non - hospital sector, which determines the higher cost of their activities.

SUMMARY OF RESULTS

In general, an insufficient marketing culture is established in the studied hospitals. The Public Relations activity is insufficient. All this leads to difficulties in the management process of hospitals, as well as the inadequacy of the application of competitive analysis as a key element of marketing.

CONCLUSION CONCLUSIONS AND RECOMMENDATIONS

14 conclusions are proposed, which are a synthesized expression of the development of the dissertation. 7 recommendations are given, which are derived from the personal experience of the author.

The dissertation of Dr. Anton Petkov Petkov is of a contribution nature and meets the requirements of the Law for the Development of the Academic Staff in the Republic of Bulgaria. I recommend to the esteemed jury at NCPHA to award Dr. Anton Petkov Petkov the educational and scientific degree "Doctor".

Date 15.02.2021

signature

Prof. D. Radenowski