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HEALTH CARE MARKETING AS A TOOL FOR EFFECTIVE ACTIVITIES OF HEALTH CARE INSTITUTIONS

The article considers the problems of marketing medical services and identifies the main ways to solve them. Marketing of medical services is examined in terms of its impact on the performance of healthcare facilities. It is noted that the main objectives of marketing within the state-municipal institution are characterized by some features. The main innovative marketing technologies and the specifics of the medical marketing industry, caused by the intangible nature of medical services, are identified. It is proved that the use of marketing management methods is aimed at attracting consumers of medical services and optimizing the work of medical organizations. Therefore, the improvement of methods for researching the market for services and the adoption of timely optimal management decisions will increase the efficiency and effectiveness of the entire industry. The analysis of marketing development problems for medical organizations of various ownership forms is carried out. The factors determining the need to improve marketing research for medical organizations are identified.

Keywords: marketing, medical services, efficiency, healthcare organizations, market management mechanism.

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