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ОСОБЛІВОСТІ ФОРМУВАННЯ МАРКЕТИНГОВИХ СТРАТЕГІЙ НА РИНКУ МЕДИЧНИХ ПОСЛУГ

Актуальність. Маркетинг медичних послуг (включаючи оздоровчі заходи) відіграє важливу роль у формуванні у населення мотивації зміцнення здоров'я та відповідного стилю життя, створення іміджу здоров'я людини, системи здорового способу життя. Потреба маркетингу медичних послуг зумовлена тим, що споживчий попит на медичні послуги з часом характеризується тенденцією до підвищення. Використання методів маркетингового управління спрямовано на залучення споживачів медичних послуг та оптимізацію роботи медичних організацій на цільовому ринку. Саме тому, першочерговим є вирішення важливого завдання формування маркетингових стратегій на ринку медичних послуг на основі вдосконаленних методів дослідження ринку послуг та, як результат - прийняття своєчасних оптимальних управлінських рішень, що у перспективі забезпечить підвищення ефективності та результативності діяльності учасників ринку медичних товарів та послуг та всієї галузі загалом.

Мета та завдання. Метою статті є ідентифікація концептуальних особливостей формування маркетингових стратегій на ринку медичних послуг з метою підвищення ефективності діяльності організацій, що функціонують на цільовому ринку. Завдання дослідження: охарактеризувати основні особливості медичного маркетингу; здійснити діагностику стану структури приватної медицини в Україні; здійснити аналіз тенденцій розвитку ринку медичних послуг в Україні; здійснити діагностику стану структури приватної медицини в Україні визначити ключові особливості формування маркетингових стратегій на ринку медичних послуг.

Матеріали та методи. Результати теоретичного узагальнення наукових праць і методичних підходів у сфері медичного маркетингу, що висвітлені в публікаціях фундаментального та прикладного характеру, а також результуючі дані Державної служби статистики України, Міністерства охорони здоров'я України формують інформаційний та методичний базис дослідження. Для вирішення поставлених завдань використано методи узагальнення та систематизації, аналітичної діагностики. Методи системного, структурно-логічного, порівняльного, статистичного аналізу.

Результати. На основі методів узагальнення та систематизації були визначені основні ознаки медичного маркетингу та його особливості застосування. Здійснено аналіз тенденцій розвитку ринку медичних послуг в Україні, що засвідчує наявність переваг функціонування приватної медицини. Встановлено, що інтенсивний розвиток ринку медичних послуг передбачає підвищення вимог до якості медичної допомоги, формування стандартів та надання стимулює збільшення кількості спеціалізованих медичних послуг. Обґрунтовано, що комплексне використання сформованих нестандартних методів та інструментів інноваційного маркетингу
FEATURES OF MARKETING STRATEGIES’ FORMATION IN THE MARKET OF MEDICAL SERVICES

Topicality. Marketing of medical services (including wellness activities) plays a crucial role in forming the population's motivation to improve health care and an appropriate lifestyle, creating an image of a healthy person, a healthy lifestyle system. The need for marketing of medical services is determined by the fact that consumer demand for medical services tends to increase over time. The use of marketing management methods is direct to attracting consumers of medical services and optimizing the work of medical organizations in the target market. Thus, the first priority is to solve the important task of forming marketing strategies in the medical services market based on improved methods of researching the market of services and, as a result, making timely optimal management decisions, which in the future will ensure the improvement of the efficiency and effectiveness of the activities of participants in the market of medical goods and services and the entire industry in general.

Aim and tasks. The purpose of the scientific article is to identify the conceptual features of the marketing strategies’ formation in the market of medical services in order to increase the effectiveness of the organizations’ activities which is functioning in the target market. Objectives of the study: to characterize the main features of medical marketing; to analyses the trends in the development of the medical services market in Ukraine; to diagnose the state of the structure of private medicine in Ukraine; to identify the key features of marketing strategies’ formation in the market of medical services.

Materials and methods. The results of the theoretical generalization of scientific works and methodical approaches in the field of medical marketing, highlighted in publications of a fundamental and applied nature, as well as analytical
data of the State Statistics Service of Ukraine, the Ministry of Health of Ukraine form the informational and methodical basis of the research. For solving the main tasks in the article have been used a set of methods, namely: methods of generalization and systematization, analytical diagnostics, methods of systemic, structural-logical, comparative, statistical analysis.

**Research results.** Based on the methods of generalization and systematization, the main features of medical marketing and its application features were determined. In the research has been conducted the analysis of trends in the development of the medical services market in Ukraine, which proved the existence of private medicine advantages in the target medical market. It was established that the intensive development of the medical services market implies an increase in the requirements for the quality of medical care, the formation of standards for its provision stimulates an increase in the number of specialized medical services. In the article has been substantiated that the complex use of the formed non-standard methods and tools of medical services’ innovative marketing will ensure a faster and tangible effect during the strategy’s implementation which aim to the of promoting products and services in the medical market. In the research has been improved the method of developing a formation stages’ sequence of effective marketing strategies in the market of medical services in the direction of making timely optimal management decisions in the practice of the medical institutions and organizations’ activities in the target market.

**Conclusion.** The scientific novelty of the study lies in the development of theoretical foundations for the conceptual features’ identification for the marketing strategies formation in the medical services market based on the developed optimal stages of the marketing strategies formation in the conditions of society’s informatization and intellectualization and global competitive challenges in the target market. The practical significance of the obtained results is determined by the possibility of using scientific and applied principles for the strategies’ formation and implementation in the practice of the medical institutions and organizations’ activities for the long run.

**Keywords:** marketing, medical marketing, marketing of medical services, medical services market, strategy, innovative marketing of medical services.

**Problem statement and its connection with important scientific and practical tasks.** Medical marketing has many features and limitations due to the specifics of the field, since medicine is maximally human-oriented, ethics plays a special role in it, and many techniques from traditional business will be inappropriate or even illegal. Positioning of medical services to support life and health as the basis of medical marketing, as they are recognized as the primary need of any person. This fact forms the specificity of marketing activities in the field of health care, the characteristics of which are the need for an individual approach to the patient, the impossibility of establishing a direct relationship between costs and the obtained result, the close connection of the service with the person who provides it and the client, as well as social orientation and achieving a high level of activity efficiency.

The marketing concept is the key reason for changes in existing management systems: strategies, organizational structures, management functions. At the same time, the features of the relationship between marketing and management of a medical organization are identified. Government mechanisms healthcare, taking into account the results of marketing research, are based on behavior key public groups and medical services market participants.

In order to optimize public needs in medical assistance, the necessary measures are the development of medical marketing strategies to influence the behavior of patients in order to encourage the use of appropriate medical care and prevent its abuse, both patients and healthcare facilities. Thus, the organization of the medical industry requires significant changes in order to develop conceptual marketing strategies in the medical services market in the direction of encouraging healthcare providers, creating a new organizational management system for the long-term perspective of activity and development.

**Analysis of recent publications on the problem.** The results of the analyzed and investigated studies on the analysis of the medical services market development in Ukraine indicate the existing problems in ensuring the process of marketing organization of the structures and enterprises’ activities functioning in the market of medical services (Danko, 2019; Karlash, 2020; Kryzyna, 2008; Martyniuk & Kurdybensjka, 2016). The scientific publications on this subject also provide a number of various facts about the lack of conceptual scientific approaches for developing an effective marketing strategy in the national medical services market (Melnik, 2018; Nazarko, 2019; Semchuk et al., 2020). In the publications on the study of management concepts, it is noted that management as a process of making and implementing effective marketing strategies in practice is a sufficiently multifaceted category, according to which marketing management approaches change, general economic changes and other factors.

Regarding the current state of performance management in the studied area, the need for further research in this direction is argued in the
works of scientists: "Despite active scientific researches and certain achievements, not enough attention has been paid to the problems of implementing new approaches to the marketing management of healthcare facilities in medical market in the conditions of the COVID-19 pandemic" (Stefanyshyn, 2019; Zghurska et al., 2022).

Taking into account the specifics and social and public nature of medical services market, defining the key features of marketing strategies’ formation in the market of medical services in scientific works is considered through the creation of a complex of modern, non-standard methods and tools of medical services' innovative marketing, which could largely prevent the miscalculations and mistakes that took place in the market of medical services in Ukraine (Smirnov et al., 2018).

Allocation of previously unsolved parts of the general problem.

In order to solve the main purpose of the article, the current research requires to identify and develop the non-standard methods and tools of medical services' innovative marketing in order to define the key features of marketing strategies’ formation in the market of medical services for the long run.

Formulation of research objectives (problem statement). The main purpose of this scientific work is to identify the key features of marketing strategies’ formation in the market of medical services for the long run outlined the following tasks:

- to characterize the main features of medical marketing;
- to analyses the trends in the development of the medical services market in Ukraine;
- to diagnose the state of the structure of private medicine in Ukraine;
- to identify the key features of marketing strategies’ formation in the market of medical services.

Materials and Methods.

During the research, general scientific and special research methods have been used, the main of which were the methods of scientific abstraction, generalization and synthesis, analytical diagnostics, descriptive statistics. Method of system analysis have been used in the research in order to comprehensively characterize the main aspects of the medical services market development.

The research was conducted using the materials of the State Statistics Service of Ukraine and the data of the Ministry of Health to analyze the volumes of private medical services in Ukraine in order to determine promising directions for the work of the national health care system, as well as to ensure the specified development parameters of the industry. The methodological basis of the research was made up of general and special methods, namely: system analysis with the aim of a comprehensive characterization of the main features of medical marketing; statistical analysis (the standard deviation method) with the aim of analyzing the medical services market development; synthesis and comparison in diagnosing the state of the structure of private medicine in Ukraine.

The methods of generalization and synthesis made it possible to accumulate the entire range of scientific results achieved into a main general concept that represents the relevance of the topic, to identify the key features of marketing strategies’ formation in the market of medical services.

An outline of the main results and their justification. Medical marketing has its own specific features and is different from marketing in any other branches or spheres. This business is oriented, first of all, to a person, therefore, it unites public and private medical institutions in a single whole space, while it requires solving a specific problem and is subject to the principles of regulated standardization. Regarding the medical profile, marketing is the organization of the sale of goods and services based on demand. In order to know what the consumer needs; requests are analyzed regularly. Thus, the particular clinic should offer those services and products that the patient really needs (Fig.1).

The main economic components of medical marketing include: the generality of the products and services offered. Products (goods) can be both active and passive demand. At the same time, medical services most often belong to the second type. Therefore, the field of medical marketing can still unnoticed until such time as there is a real level of demand for the need to purchase specific services and goods.

The high level of profitability of a medical institution (private or public) is consists of an analysis of people’s needs for certain services. Among the factors influencing the work of a medical institution are those that can be controlled, and those that cannot be controlled or are very difficult. The first group of such factors includes: visitors, their ability to pay, their requests and social status. To the second group - the economic and political situation of the country as a whole. The main factor affecting the work of private clinics is the work of the public sector of medicine (Kryzyna, 2008). Also, reforming medicine in
Ukraine contributes to the development of state medical care. The next factor is the solvency of the population. Currently, more than half of the population in Ukraine lives below the poverty line, which still maintains the popularity of public hospitals. Constant inflation forces people to review expenses and make choices in favor of the public sector.

The main features of medical marketing

![Diagram showing the main features of medical marketing](source)

Fig. 1. The main features of medical marketing

Source: formed by the author based on (Martyniuk & Kurdybansjka, 2016; Melnik, 2018)

The difference between private and public medicine is that all services must be paid for directly. At the same time, there is no corruption component, which makes it possible to determine the cost of treatment at the stage of its appointment. Today, the medical business is considered one of the most profitable. The most profitable areas in private clinics are dentistry, gynecology, cosmetology, and urology. For each profitable client, there is competition in private clinics, which plays the role of a motivator for more efficient work. Private medical institutions attract highly qualified specialists with extensive experience, purchase modern diagnostic devices and medical equipment. All this increases the quality of medical services and attractiveness for the population.

Private clinics strive for scaling, and along with this, the number of new companies is growing - institutions of a consultative and therapeutic profile, medical and diagnostic centers with surgical departments, clinics that use minimally invasive techniques. Dental offices and centers are developing rapidly.

Taking into account the above information, it should be noted that private medical institutions can be divided into several categories (Shkilnyak et al., 2018):

- Consultative medical centers that deal with minimally invasive procedures.
- Large clinics, with operating rooms and emergency departments.

Estimated data show that the volume of the medical services market in Ukraine in 2020 amounted to UAH 56.05 billion, of which UAH 26.7 billion is the private sector of medical services. In percentage terms, the market of private clinics is 47.6% of the entire market of medical services (The data of State Statistics Service of Ukraine).

In 2020, private medicine increased by 28%. What characterizes it as an industry that is gaining popularity. The trend of inconsistency in the growth of the industry in Ukraine as a whole and in
Kyi for the period from 2020 to 2022 was interesting. On the one hand, we can discuss the development of the market in the regions, on the other hand - about the impact of restrictions on planned procedures in existing large clinics [The data of State Statistics Service of Ukraine] (Fig. 2).

Fig. 2. Market volumes of private medical services in Ukraine for the period from 2020 to 2022, billion UAH

The volume of the medical services market in the national currency is growing due to the appearance of new private hospitals, as well as rising prices, while in US dollars, on the contrary, it is decreasing due to the negative dynamics of the exchange rate and high dependence on imported equipment and medicines. The regions with the largest number of residents - Dnipropetrovsk, Kharkiv and Lviv regions, as well as the city of Kyiv - lead by the number of people attached to state polyclinics. It should be noted that in the conditions of constant inflationary processes and fluctuations in the population’s solvency, the growth of the market of private medical services is limited, the process of entering the market of new players is complicated. At the same time, it is increasingly difficult for small clinics to withstand the competition of large networks together with state medical institutions (Vovk, 2019).

Intensive development of the medical services market involves increasing the requirements for the quality of medical care, forming standards its provision stimulates an increase in the number of specialized medical services, namely: the provision of specialized qualified medical care by institutions of the secondary level of providing medical care and highly specialized medical care (with the use of modern high-cost, including NANO - technologies) by tertiary level institutions provision of medical assistance.

A key feature of the medical services market of countries with the low growth rate of the economy is monopolistic influence on the part of the state, an insufficient level financial allocations for health care, extremely low level of modern staffing medical equipment and personnel, low level quality of medical services. State institutions have such countries provide a limited amount of medical services, the cost of medical services, regardless of their quality, in the absence or insufficient state funding, is reimbursed at the expense of citizens, which gives rise to the shadow economy and corruption. Such a situation on the market consolidates the actions of medical services providers in the direction of raising standards of quality of provision medical care, implementation of innovative and information technologies. That is why in developing countries, the issue is relevant availability of medical care. The availability of medical services depends on a number of factors:
Based on the characteristics of the medical structures’ and organizations’ activities, it is worth highlighting five types of marketing for promotion in the healthcare sector, based on which it can be possible to build an effective marketing plan, based on which it might be possible to create optimal marketing strategies for the organizations’ prospective development which operate in the national medical services market, namely:

1. Marketing of organization. Promotion of the entire healthcare facility as a holistic brand. This is the most common type of advertising activity. However, in some cases, the effectiveness may be inferior to other types of marketing promotion.

2. Marketing of specific services. Quite effective when it comes to a clinic specializing in a particular area of medicine. Such marketing is applied depending on seasonality and other factors. For example, discounts on a visit to an allergist in the spring, when most people have an exacerbation of allergy to plant pollen, is a fairly justified measure in terms of promotion.

3. Medical marketing of certain specialists. A very effective type of marketing promotion aimed at improving the reputation of the leading doctors of a medical institution. After all, often patients unconsciously associate the success of a specialist with the success of the entire institution, so often a particular doctor is usually chosen based on reviews about him on the Internet and the opinions of friends.

4. Marketing of place. This type of promotion of a medical institution is suitable for a variety of sanatoriums and specialized medical organizations located in certain places. Often these are resort towns on the Black Sea coast. Here attention is focused on favorable, often unique, conditions that contribute to a speedy recovery, and their medical effects on the body. However, it all depends on the specific location.

5. Medical marketing of ideas. In the field of medical services, this may be the promotion of innovative treatment methods developed by clinicians, or certain laboratory tests.

It is understandable that each of the listed types of promotion should be oriented to the needs of a specific target group of customers. Marketing analytics is used to identify the target audience (TA) and its desires. These can be surveys in social networks, traffic segmentation from the site, and other methods. The mentioned types of marketing promotion in most cases should be used in combination, in complex, which will help to achieve much more tangible results and cover a wide target audience in the long run (Nazarko, 2019).

In this case due to the progress and very rapid development of information technology, today you can reach your target audience in many different ways. However, when it comes to such a sensitive area as healthcare, difficulties can arise. The marketing activities of most medical institutions, organizations and centers include a standard set of promotion methods and tools: website creation + SEO, contextual advertising, activity in social networks. Ultimately, leaflets with information about promotions and discounts may be used. There is nothing wrong with these methods, and they undoubtedly bring results, but if you take into account the achievement of unconditional leadership in the market, you need to use non-standard solutions, which are based on key trending methods and tools of medical marketing (Table 1).

<table>
<thead>
<tr>
<th>Methods and tools</th>
<th>General trends features</th>
<th>Example</th>
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<tbody>
<tr>
<td>Mobile applications</td>
<td>More and more people prefer to access the Internet through mobile devices</td>
<td>For example, a clinic that specializes in cardiovascular medicine could commission a well-being diary, where their patients could enter their blood pressure and pulse data every day, as well as record sensations. This requires certain investments, but there are few alternatives to such marketing today.</td>
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<tr>
<td>Highly specialized marketing</td>
<td>Recently, more and more impressive results in their development have been shown by small specialized clinics or private family format offices for several specialists</td>
<td>For example, in Europe private medicine still coexists perfectly with public health systems.</td>
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To leave contacts on your messengers on the clinic’s website. As a result, you will become closer to your patients and get new ones.

For example, it can be comics, audio in the form of useful and entertaining podcasts about health, various graphic content. At the same time, due to a well-thought-out presentation, the behavioral factors of the site, such as traffic and the time spent by users, will definitely improve.

For example, it is possible nowadays to leave contacts on your messengers on the clinic’s website. As a result, you will become closer to your patients and get new ones.

For example, skillfully using this system, it is possible to divide all patients of the clinic into groups and present each with a unique offer, calculated exactly for her needs. By the birthday of your regular client, you can show his friends an advertisement for the purchase of gift certificates and discounts on medical services for such a wonderful occasion. And we are not talking about the possibilities of working with the audience of competitors. This is the true marketing of the future.

For example, a specialist who advises his patient to use, for example, a fitness bracelet, saves him time, and often money for a repeat visit. In terms of the effect produced, it is difficult to find a replacement for such marketing. In addition, Western medicine already uses the practice, according to which a person who buys a device under the prescription of a doctor pays significantly less for it.

The integrated use of formed non-standard methods and tools for innovative marketing of medical services (Table 1) will provide a faster and more tangible effect when implementing a promotion strategy. Moreover, we are talking about both large and medium-sized, as well as small companies operating in the central parts of Ukraine or regions, whose specialization is the provision of medical services (Danko, 2019).

It is not possible for every brand to establish a trusting contact with its target audience, especially for the companies specializing in such a delicate area as medicine. Taking into account the mistakes of competitors and their successful decisions in the field of marketing of medical services, it is possible to form own strategy, and make it work for the result - bring profit to the organization in the market of medical services (Fig 3).

For the complex use of the concept of brand promotion in the medical services market, it is important to correctly develop the stages of formation of marketing strategies. Taking into account the high level of competition in the target market, we will form a sequence of stages for developing an effective marketing strategy in the medical services market (Fig. 4).

| Integration into messengers | In addition to social networks, WhatsApp, Viber, Telegram and Skype have already firmly entered our lives. Many people use them to solve their everyday problems, including making an appointment with doctors | For example, it is possible nowadays to leave contacts on your messengers on the clinic’s website. As a result, you will become closer to your patients and get new ones. |
| New generation content in marketing | Standard medical texts about the virtues of the clinic are commonplace. To really interest the user and eventually see him at home, you need a slightly different content marketing | For example, it can be comics, audio in the form of useful and entertaining podcasts about health, various graphic content. At the same time, due to a well-thought-out presentation, the behavioral factors of the site, such as traffic and the time spent by users, will definitely improve. |
| Appeal personally to each patient | It is made possible nowadays due to precise targeting settings with many filters in social networks. | For example, skillfully using this system, it is possible to divide all patients of the clinic into groups and present each with a unique offer, calculated exactly for her needs. By the birthday of your regular client, you can show his friends an advertisement for the purchase of gift certificates and discounts on medical services for such a wonderful occasion. And we are not talking about the possibilities of working with the audience of competitors. This is the true marketing of the future. |
| Interesting and engaging medical videos | The unprecedented growth in the popularity of video aggregators | For example, the format of a short video on medical topics allows us to present often boring information about diseases and their prevention in an unobtrusive, simple and understandable language, sometimes with humor. At the same time, this is a great chance to present clinic doctors and certain services in a more native way than is usually done on websites. |
| Medicine with a new level of service | Due to the abundance of offers and advertising, patients began to appreciate not only the quality of medical services, but also their own comfort | It is worth remembering that the patient in most cases will rather find another institution than agree to make an appointment at an inconvenient time. It is also necessary to create for people all the conditions for a comfortable stay inside the clinic itself. This includes the neatness of the staff, its friendliness, cleanliness of the premises and much more. These parties are also part of the reputation of your business. Modern marketing consists of similar nuances. |
| Health Gadgets | These are modern convenient devices that allow many patients around the world to diagnose their condition without going to a doctor | For example, a specialist who advises his patient to use, for example, a fitness bracelet, saves him time, and often money for a repeat visit. In terms of the effect produced, it is difficult to find a replacement for such marketing. In addition, Western medicine already uses the practice, according to which a person who buys a device under the prescription of a doctor pays significantly less for it. |
| Rapid development of telemedicine (including a chat bot with smart settings regarding the diagnosis and treatment of diseases inpatients) | The essence of such medicine lies in remote medical care through modern communication channels. This is a solution that, according to experts, in the near future will allow many patients to save their time by not wasting it on trips to clinics | For example, the medical service will become especially relevant for residents of megacities who do not want to once again travel long distances to a healthcare facility in order to find out the results of tests and get a doctor’s advice. |

Source: generated by the author

The Essence of such medicine lies in remote medical care through modern communication channels. This is a solution that, according to experts, in the near future will allow many patients to save their time by not wasting it on trips to clinics.
Types of marketing strategies in the medical services market

Strategies that direct to improve the medical product or service
- Attracting customers due to the prevailing difference between goods and services from competitors (improving quality, improving service, a well-thought-out system of discounts, bonuses, etc.)
- The low price strategy is applied at the stage of formation of the structure, taking into account the current low purchasing power of the population of Ukraine
- The strategy of association and cooperation with another organization in the medical services market

Strategies that analyze the market situation and the place of a medical organization in the target market
- The strategy of entering a new market by expanding the range is characterized by high costs and high risks. This strategy aims to regularly introduce new medical products and services
- The strategy of entering the sales markets occupied by other clinics, implementing which the range of medical services and goods does not change
- Renovation the structure of the organization in the market of medical services and establishing contact within it (improving the principles and foundations of corporate culture between employees and managers)
- Updating and diversifying the list of medical services without reducing or losing their quality

Fig. 3. Types of marketing strategies in the medical services market
Source: developed by the author

Conceptual stages for developing an effective marketing strategy in the medical services market

1. Collection and analysis of information on the target market of medical services
2. Researching and studying the target audience
3. Demand analysis for specific medical services
4. Analysis of the competitive environment
5. Selection and definition of advertising tools, methods and channels

- Capabilities’ assessment of a medical institution in the early stages of its existence and correlate it with the target market of medical services (analysis of the maximum patient throughput and quality of service, forecasting the development of the medical services sector)
- Analysis of the behavioral aspects of patients in a particular area of residence, identification of key factors that encourage them to contact competitors or refuse medical services
- Studying and analysing of consumer behavior in dynamics over the past few years or another period of time, which will make it possible to more accurately determine how developed medicine is in general, to identify factors that affect on demand level in the target market of medical products and services
- Hospital spending and costs, number and demographics of patients, marketing strategy chosen, competitive strengths and weaknesses, discounts offered to customers, financial position of the organization in the target market of medical products and services
- Social networks, instant messengers, web-sites, emailing, push notifications, blogs, aggregators, online stores, online catalogs, mobile applications, call centers, offline stores, conferences, exhibitions etc.

Fig. 4. Conceptual stages for developing an effective marketing strategy in the medical services market
Source: developed by the author

Thus, the better and more scrupulously the analytical work in these areas is carried out, the more effective marketing and the developed strategy will be in the future perspectives. It is also very important to control the effectiveness of marketing activities at all stages of strategy...
formation. This approach will help to understand how viable the chosen development strategy is. To solve this important task, it is necessary to distribute one global task (for example, market leadership) into many small goals that are achievable in the near future. For each of them, it is necessary to determine its own implementation period, resulting in a whole marketing plan. This approach allows not only to clearly track the results of the work done, but also helps not to lose motivation over time, making small but important achievements more visible in the long run.

Conclusions and perspectives of further research. Thus, in order to optimize and satisfied public needs for medical care, medical marketing efforts are needed to influence patient behavior in order to encourage the use of appropriate medical care and prevent its abuse, both by patients and by organizations of the medical services market. In turn, the organization of the target market requires significant changes in order to encourage health care providers to respond appropriately to incentives for their activities, created by an innovative management system based on marketing.

The healthcare industry is characterized by a trend in the development of marketing organizations, which are manifested in a more active promotion of medical goods and services. At all stages of the formation of a marketing strategy, there are many problems, the solution of which requires the development of partnerships, which will ensure the consistency of marketing in health care and increase the effectiveness of marketing research.

Marketing communications, tools and methods of influence strengthen the focus of medical and preventive care to the population on the formation of his need for his own health, which is one of the urgent social and hygienic problems for modern society, formation of new additional flows of consumers of medical services, selection of the target audience in healthcare institutions.

It was established that in the direction of implementing the main conceptual stages for developing an effective marketing strategy in the medical services market - very important is to control the effectiveness of marketing activities at all stages of strategy formation, to distribute one global task (for example, market leadership) into many small goals that are achievable in the near future, to determine its own implementation period, the result of which is a complex marketing plan as a crucially important base for medical marketing strategies’ identification and formation.

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