

THE CONCEPT OF CLINICAL MARKETING: BACKGROUND AND THEORY

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ABSTRACT

The rapidly changing health needs of society and the unmet demands of healthcare systems around the world provide a powerful impetus for the development of new marketing concepts. The formation and progress of industry-specific marketing tools are driven by the evolution of marketing ideas. The specifics of the healthcare industry impose restrictions on the use of conventional marketing tools. Currently, industry-specific marketing concepts do not describe the characteristics of professional users (medical staff), the principles of their decision-making process when purchasing a product, or the mechanisms of demand. Medical professionals make the purchasing decisions based on different principles than those used in the consumer segment. These principles are primarily based on solid evidence supported by complex and costly clinical and cost-effectiveness studies. This decision-making imperative virtually eliminates the use of conventional persuasion techniques commonly employed in the consumer market. The principles of evidence-based medicine strictly regulate the sources of data and their positioning, which requires a review of approaches to the design of marketing messages. The restrictions imposed by the advertising law also limit the choice of communication channels. When defining marketing goals and selecting channels for promoting products in this market, strict adherence to clinical and organizational aspects is required. Until now, clinical and organizational factors have not been considered as management principles and marketing philosophies by industry stakeholders. The emergence of the clinical imperative has transformed the canons of industry marketing, laying the foundation for the differentiation of a conceptually new marketing doctrine.

Keywords: clinical marketing, healthcare marketing, medical devices, MedTech, marketing concept.