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# Current Trends in Health Care Marketing

Belgrade, June 10<sup>th</sup>, 2008





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## Seminar Instructor

**P**atricia Loubeau Dr.Ph., Professor of Health Care Management, Iona College. Professor Loubeau currently teaches a variety of strategic planning and marketing courses at the undergraduate, graduate, and executive levels in the Department of Health Care Programs at Iona College, New Rochelle, New York (U.S.A.).

Prior to joining the faculty of Iona College, Professor Loubeau was a senior executive in hospital management in one of New York cities largest healthcare systems and has had operational responsibility for strategic planning and marketing in various settings. She has also served as an adjunct or lecturer at Baruch University (U.S.A.) and Columbia University (U.S.A.).

Professor Loubeau has been involved in a variety of health care consulting activities. Most recently, she received a grant from the Western Union (WU) company to develop a marketing case study for M.B.A. programs. She has provided management training programs in strategic planning and marketing for a number of health care organizations including Westchester Square Hospital, St Joseph's Hospital and Our Lady of Mercy Medical Center.

Professor Loubeau is originally from Pennsylvania. She holds a registered Nurse (RN) Diploma from Spencer School of Nursing (U.S.A.), a Bachelor of Science from the University of Pittsburgh (U.S.A.), a Master of Public Health in Health Care Administration from the University of Pittsburgh (U.S.A.), and a Doctorate of Public Health in Health Policy and Marketing Management from Columbia University (U.S.A.). Professor Loubeau has lectured and published extensively on health economics, new service delivery, and health care marketing.

Her research interests are in the area of hospital marketing orientation and capital finance, integrated delivery systems, and health economic analysis. Professor Loubeau has published in the *Journal of Health Care Finance*, *Healthcare Informatics*, *Health Care Management Review*, *International Atlantic Economic Research*, *Journal of Health Care Management*, *Marketing Health Services* and many conference proceedings. She is the recipient of the prestigious American College of Healthcare Executives research award for her work on marketing orientation in the healthcare industry. She is currently a Fulbright Fellow at the Zagreb School of Economics and Management, Zagreb, Croatia.

## Seminar Overview

**F**ew industries are as dramatic in the pace of change as health care. According to just about every expert in the health care field, the industry is witnessing the dawn of a new era - the age of the empowered consumer. Arriving on our doorstep with unprecedented access to health-related information via the Internet, today's healthcare consumer is demanding



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more involvement in his or her own care, a greater degree of satisfaction, as well as access to more choices as to how healthcare is organized and delivered. As such, strategic marketing has become an important and frequently used management tool in today's highly competitive health care environment. A strong marketing orientation positioned within a vibrant influx of new products and services helps healthcare organizations and systems cope in a volatile industry. Marketing will be more complicated and more essential for success as we move deeper into the 21<sup>st</sup> century.

### Seminar Purpose

This seminar, therefore, is designed for health care managers and executives at all levels who are challenged by the complex, competitive, and changing world of health care services.

Upon completion of the program, you will:

- Recognize the various types of organization orientations and appreciate the importance of maintaining a marketing orientation in today's competitive health care environment
- Comprehend the product life cycle concept as it applies to the health care industry
- Understand the role of health care advertising in the not-for profit sector
- Be aware of the latest trends and research in health care marketing.

In turn you ought to be able to:

- Assess the level of your own organizations marketing orientation and identify areas for improvement
- Apply the product life cycle concept to the various subunits of your organization and learn strategies for change
- Appreciate the range of promotional strategies and their respective values.

### Seminar Structure

The seminar will combine lectures, discussions, mini-cases, and exercises. Materials will be distributed prior to the program and during the program itself.



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## Seminar Schedule

The seminar will proceed as follows:

| Time           | Session Title and Activities                      |
|----------------|---|
| 09:00 to 10:30 | 1. Firm Orientations                              |
| 10:30 to 10:45 | Break   |
| 10:45 to 12:00 | 2. Market Segmentation, Positioning and Targeting |
| 12:15 to 13:15 | Lunch   |
| 13:15 to 15:00 | 3. Product Life Cycle                             |
| 15:00 to 15:15 | Break   |
| 15:15 to 17:00 | 4. Health Care Advertising                        |

## Location

Hotel Palace Belgrade  
Belgrade Panorama, 6<sup>th</sup> floor  
Topličin Venac 23

## Registration Information

The program fee is 300 EUR + VAT. The fee includes tuition, instructional materials, books Principles of Marketing, Presenting to win & The Little Red Book of Selling (translated in Serbian), lunches and reception. Applications must be received by June 6<sup>th</sup>, 2008.

## Contact Information

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