



Chapter 57

Marketing applied in companies in the health area: a discussion about the use of its tools

  <https://doi.org/10.56238/methofocusinterv1-057>

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ABSTRACT

Marketing contributes significantly to the economic and social development of communities, through the development of products and services to meet their needs and desires. Its unfolding in the health segment involves the concern to provide services that meet health needs and needs, disconnecting only the economic issue and humanizing the objectives. A

major question is how the segment can use marketing tools to inform and ensure the scalability and sustainability of the business, maintaining institutional positioning. Through a qualitative aspect, represented by in-depth interviews, data and information on how to use the main marketing tools were obtained, in order to maintain the business with the expected longevity and inserted in an institutional environment.

Keywords: Marketing, Health, Marketing Tools, Public Relations.

1 INTRODUCTION

The development of a country is directly related to three basic pillars: food, health and education. Considering the health segment, this has stood out as one of the most promising and challenging of the economic sectors globally. If, on the one hand, everyone, at some point in their lives, depends on some category of health service, it is increasingly difficult to offer services that meet the growing needs and desires of the world population with quality. In addition to these two dichotomous points, there is the need of companies in the sector to maintain management practices and the development of new solutions for their customers, in order to maintain their competitive position in the market, as well as meet the expectations of their customers, the company itself and that of its shareholders. Health companies need a physical structure compatible with the services to which they propose to offer, as well as the incorporation of internal and external employees. The marketing applied in health aims to understand the market and make the company meet the needs for services of the necessary quality. Thus, this article will seek to contextualize marketing within the health segment, discussing concepts and applications, mainly related to marketing tools.

2 METHODOLOGICAL ASPECTS

The qualitative aspect was selected, using a qualitative in-depth method, where interviews were conducted with open questions of reason, in order to obtain more in-depth information about the problem presented and to meet the objectives outlined. According to Strauss and Corbin (1998, p. 31):

"... the descriptive details chosen by a storyteller are usually conscious or unconsciously selective, based on what he sees or hears or considers important. Although the description should always convey reliability and portray images, it must also persuade, convince, express, or arouse passions."

Thus, twenty interviewees with minimum academic postgraduate education were selected for convenience. The sample was chosen by the accessibility criterion, which, according to Vergara, is the one that, "*far from any statistical procedure, selects elements for ease of access to them*" (2019, p. 47). This non-probabilistic sample was selected from a larger group of people, where, after accepting, to participate in the research, a meeting with these twenty interviewees in order to obtain, through a script of questions, general impressions on the subject and other consequences, as well as from their personal and professional experiences.

Analytical tools, according to Strauss and Corbin (1998, p. 92), enable coding based on concepts and from most specific to more general or abstract, i.e.: coding, although based on concepts and fundamentals, requires a certain level of abstraction according to two properties and dimensions.

The leading question involved "Identifying the importance of marketing for companies in healthcare". The problematization derives from several impressions duly collected in an exploratory study, indicating that there may be a certain level of doubt when we relate the services of a health company (such as a hospital, for example) and actions that aim to disseminate these same services, often deriving from commercial objectives and not fundamentally directed to human and social well-being. As secondary objectives, to make a diagnosis of the perceptions of people in the aforementioned industry and analyze which marketing strategies can be used in order to strengthen and support qualitatively companies in the sector.

The question script was initially composed of eleven questions, open of reason, 4 for the qualification of the sample and 7 to answer the research problem, as well as the objectives. During the interviews, however, there was a need for semantic adaptation of some questions (which are duly mentioned later).

The sample involved an extraction consisting of a group of interviewees with training and/or experience in the health area, as well as another group with another profile, in order to compare the results.

The analysis of the answers was performed from contents of Bardin (2011), where the researcher seeks to understand the different fragments of answers of each interviewee, providing a balanced and consistent sense, which makes sense within the limits of knowledge of the researchers. For the analysis of qualitative research, we sought an initial reading of the answers, question by question. Subsequently, semantic categorization and inference for interpretive analysis.

2.1 SAMPLE CHARACTERIZATION

The sample consisted of 20 interviewees, distributed among an age group between 35 and 50 years, 50% of each gender – male and female. The selection made by filter question involved the academic training, with the minimum degree of graduate, distributed *among lato sensu, master's* and doctorate, distributed in 10 (50%) of the health sciences area and 10 (50%) of Applied Social Sciences. Finally, in relation to the time of professional experience, the average was 25 years.

3 WHAT IS MARKETING FROM A HEALTH POINT OF VIEW?

Marketing was originally designed for the exhibition and commercialization of physical goods, but began to reflect, through the updating of its theories and strategies, the behavior of the market (companies and mainly consumers). As a reflection, it monitored the growth and participation of companies, products and services. This guidance led to so-called marketing guidelines. Semenik and Bamossy (1996, p. 10) state that *"macromarketing refers to marketing activities in the context of a general socioeconomic system"*. Marketing, as a subsystem of management science and, consequently, of applied social sciences, is an integral part of the society where we live, bringing economic, financial and social consequences and reflexes. Boone (2008) characterizes these guidelines in three eras: production, Sales and Marketing:

- **Production:** society (before the 1920s) had access to simpler, more basic products, where the idea was that it sold itself. The consumer had strict product options. One of the concerns of the companies stemmed from production, because there was a scarcity of resources and inputs and the concern was with standardization and the economy of scale, in order to massify production and a line of mechanistic thinking. Although embryonic, the orientation and focus was "inside out" and with the so-called "factory floor" as the central point of manpower.
- **Sales:** in the late 1920s to the 1950s, with vegetative growth and a gradual increase in the number of companies, the focus was on producing more and more and pushing the products available to the consumer. The orientation was to sell the product in order to ensure its market and its growth, as there was increasing demand for existing products, as well as for other options.
- **Marketing:** with the end of World War II, the resources previously directed to the war effort gradually went back to their economies, generating economic growth, jobs and taxes. In this reality, marketing has evolved to ensure that consumers are served under the influence of law, in the establishment of norms with rights and duties and in the development of innovative strategies. On the other hand, as an important characteristic nowadays, more in-depth qualitative studies have begun to be developed, giving impetus to the study of consumer behavior and behavioral generations.
- **Other eras:** companies are inserted in the digital environment, where the virtual has provided the expansion of new strategies without, however, having an exclusive orientation, as named in previous eras. According to Kuazaqui, Haddad and Marangoni (2019), the technological environment enables information, communication and entertainment in a more agile and democratic way, indicating

opportunities and threats, the latter represented by information overload and that the Internet is not yet of full accessibility for the Brazilian population. The technology is inserted in the health services themselves and in the necessary equipment, both always evolving.

As opportunities under the marketing vision, the technological environment has greatly influenced corporate strategies as well as consumer behavior. From the corporate point of view, technology has assisted in process management, from the most basic issues such as the use of inputs and resources, as well as the scheduling and control of queries and procedures. In a complementary way, applications complement the dynamics and service of services in the sector. From the consumer's point of view, it allowed access to information that can influence a life with healthier practices and facilities, such as the removal of laboratory tests over the Internet.

Another major trend is the company focused on society, with the concern for its well-being, sustainability and ethics, because it has needs and needs. Friedman (1970) stated that the simple existence of the company is already the company's contribution to society, referring to the economic character of the production of wealth, jobs and taxes. A company can then be considered as a vector of distribution of work and employment, taxes and due application in society. Oliveira (2008, p. 66) states that "*corporate social responsibility involves attitudes, actions and relationships with a larger group of stakeholders such as consumers, suppliers, unions and government.*" In addition to Friedman's statements, companies must exercise their importance beyond their rights and obligations, looking for new ways of thinking and acting, in order to expand social benefits and reduce or even eliminate social needs. And one of the ways is consolidated by good marketing practices. It can be affirmed that the great contributions of practicing a well-realized Marketing reside in:

- Provide the market with consumer options that better meet their needs and desires and provide the consumer with the process of deciding what to buy and not necessarily just what is available. Companies can use the different tools and strategies to inform the consumer of the solution proposals and influence it in a way that is the preferred option, and not only and mandatory, as a supplier of products and services.
- Provide data and information to the market, so that it has knowledge and opinion about the company, business, products and services and the consequences and impacts derived by companies and their portfolios. Companies should engage in constructive and collaborative actions on social welfare and the market should be aware of these practices.
- Ensure the opening of new companies and business models that generate new business opportunities, wealth generation, jobs and taxes. Marketing should be used as the beginning, middle and end of the business process, from the conception of the idea, its development to the final consumption.
- Ensure the sustained growth of companies, in order to distance from the economic and social relations of the whole community. Connected companies are more resilient in the face of major changes and market transformations, due to the accumulation of experiences and knowledge management. Hitt, Ireland and Hoskisson (2003) attest to the importance of strategic planning and management, in order to

ensure the balanced use of resources, supplies and efforts to ensure that the company can materialize the r and deliver its value proposition.

Thus, it is understood that marketing is not airtight in relation to its applications, but quite flexible as to its strategies, as well as the breadth of its results. Considering Health Marketing, Kuzaqui and Tanaka (2008; p. 102) state that *"quality assurance in the health area does not necessarily represent the cure itself, but a good clinical and ethical conduction of the process of monitoring the patient's problem"*. In this way, Health Marketing should take into account the needs of its patients, in the case of a hospital, for example, but not always with the ability to fully meet their desires. Marketing strategies derive from corporate objectives and goals, as well as from the changes and transformations of the macroenvironment and society as a whole.

3.1 HEALTH MARKETING ENVIRONMENT

Every business is inserted within an environment consisting of great forces that influence corporate strategic decisions. There are macro-environmental and micro-environmental variables. Macro-environmental organizations are forces where the company does not exercise any type of control, but which directly influence the management and results of the operation:

Table I - Macro-environmental factors

Categories	Types	Simplified application
Demographic	Related to population size, age structure, gender, distribution, composition, population growth and density, age structure and urbanization levels.	Market potential and business location. Certain age groups, such as young people, are more soft drink consumers, for example. Regions with age composition may indicate certain diseases that influence public health practices and policies.
Economic	Related to purchasing power, represented by indicators related to Gross Domestic Product (GDP) and its growth rate. In summary, it represents income and its distribution. Other items can be considered, inflation and exchange rate, for example.	Select regions where the product/service can be initially launched, depending on purchasing power. During the useful life of the product, you can adjust prices through discounts and bonuses, for example.
Geographical	Factors related to the country area, barriers, climatic conditions and topographic characteristics.	It can be related to the distribution and physical logistics of the product and service, as well as facilities and difficulties of locomotion of professionals and the like.
Social, Cultural and Behavioral	Related to the dominant values of a society, which result in habits, behaviors and lifestyle patterns of a given population.	The changes and transformations of society reflect human, emotional and even ethical behavior. Behavioral generations such as x, y, and z reflect the need for companies to monitor and monitor behavior more closely.

Technological	The term technology cannot be limited only to the term itself. It involves factors related to the levels of education and education, which reflect on the practices and development of companies and the population.	Related to the level of development and education, which implies the quality of production, development, management and consumption. In the case of health, it refers to the specific knowledge of curative and preventive medicine, as well as its consequences.
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Source: prepared by the author.

The health marketing microenvironment involves a group of *stakeholders* who contribute significantly to business outcomes and customer service and satisfaction. There are two *stakeholder* categories in health: internal and external to the organization. The interns refer to talents and functional collaborators, involving from operational, tactical and strategic. The selection involves the appropriate academic training, as well as the technical qualification gained by the daily experience of work and cognition, specialization courses and training.

External sands refer to all suppliers of products and services. A hospital, for example, needs medicines and goods that support its activities. Like every company, it uses office supplies, cleaning and even food and beverages in its work routine. As services, you can use banking, accounting, labor legislation, training and courses to keep the company running. Finally, but not least, for its activities, it is subordinated to the policies, laws and norms of the Ministry of Health and other entities of the economic sector.

When analyzing the Value System, you should *identify which stakeholders* should be part of the company's relationship group and which valuable contributions will contribute to customer service. After all the above, one can contextualize with the marketing tools.

3.2 HEALTH MARKETING TOOLS AND STRATEGIES

Within the perspective of physical goods, the health marketing of traditional marketing differs in the composition and application of marketing tools. According to Lovelock (2001, pgs.21-23), the marketing mix consists of 8 P's instead of the traditional 4 P's related to physical goods: *product elements, place and time, process, productivity and quality, people, promotion and education, physical evidence, price and other costs of service.*

a. Services (*product elements*): The economies of countries develop their wealth from the use of production, industrialization and trade goods, services being one of the main factors related to the economic development of a country. Lovelock and Wright (2001, p. 55) presents two definitions about services:

"... is an act or performance offered by one party to another. Although the process may be linked to a physical product, performance is essentially intangible and usually does not result in ownership of any of the production factors" and "... are economic activities that create value and provide benefits to customers at specific times and places, as a result of making a desired change in – or on behalf of – the recipient of the service."

What a person seeks is the solution of their problems and, in the specific case of the medical area, the cure. Therefore, it will not always be possible to be satisfaction on the part of the service provider. The promise of benefit is usually part of the marketing appeal of physical goods products. However, neutrality and technical argumentation are fundamental so that the illusion and disappointment on the part of the patient / consumer does not occur. The services have the following characteristics, according to Kotler and Armstrong (1998, p. 455-457):

- **Intangibility:** services differ from physical goods due to their immateriality, so they cannot be touched, handled or felt, as services related to consultation and medical diagnosis. They usually constitute promises to be fulfilled and the company must provide signals to the market and consumers in a way that associate its image and strategic positioning. Hospitals can inform their structure and state-of-the-art equipment and especially their team of internal employees, who offer services, prepared and technically qualified.

- **Variability:** Services vary in quality depending on who performs them. A hotel employee can assist in a manner of his own nature; another, may have a more formal style and another a bad service. Due to its materiality, companies can provide training to their employees, indicating what level of service they intend to have and what indicators and controls will be used to identify and correct possible deviations in quality, such as a satisfaction survey.

- **Perishability:** Services are consumed at the time of their execution and cannot be stored. Times are recorded for medical consultations and in case of absence of the doctor or patient, they cannot be replaced without prejudice to those who offer the services. To avoid peak care, hospitals can offer service options in order to make their clients' agenda compatible. The city of São Paulo, through the use of idle periods of the private sector, was able to balance delays in consultations and medical procedures.

- **Inseparability:** services cannot be separated from those that produce them, and people are a component part of the production of services. On the one hand, the association of a professional can give a quality institutional character, as renowned doctors of a hospital. On the other hand, considering the services in general, the interactivity between provide and customer is indispensable to ensure the quality of the services provided.

There are two categories of services: the first is directly related to the portfolio of a physical good, such as the sale of a car accompanied by financing services, insurance and after-sales. The second is related to service as the primary option, such as training and business courses, which usually provide other aggregates such as handouts and personalized service. In both cases, we need to identify and develop the best portfolio of services, appropriate to the needs and desires of customers.

b. Physical evidence: Due to the characteristics explained in services, it is necessary to materialize the services, so that there is the perception of quality by the consumer when purchasing a future service provision. Initially, the consultation and diagnosis should be based on documents that are medical and prescription requests. The diagnosis can not only be based on non-participant observations, but also by participatory and interactive observations with the patient, in order to build the best photograph of the patient's situation. For diagnosis and examinations, it is necessary equipment and accessories that aim to effectively measure your physical situation, as well as the treatment process and technical procedures. By offering a tour package, a tourism agency offers a contract, even if tacit, where there are pre-established rights and obligations between the parties, as well as photos and printed on the tourist destinations and the natural and transformed attractions to be acquired by the tourist.

c. Processes (process): From the initial care to the final release of the patient must be properly categorized into steps that make up the processes, which will be subject to organization, monitoring and control. Through processes it is possible to dimension resources, inputs and work, avoiding the overlap of activities and ensuring that all activities have a beginning, middle and end. Through these same processes it is possible that the consumer can understand how his order will be made, as well as delivery time, payment and ways for possible return. Hospitals maintain computerized control of the permanence of their patients manually and online, including their control in critical, semi-critical and non-critical areas within the hospital. Another fundamental point is that one can encourage the interactivity of the client within the process of production of a service, *such as the online monitoring of the results of clinical examinations.*

d. Productivity and quality: Productivity is related to the company's ability to offer the market a service with maximum optimization of resources and where the consumer can perceive the quality of the service provided. Medical offices and hospitals require a prior appointment and within the period of care the tools and instruments available and preferably computerized.

1. and. Square (place and time): It is related to the location, initially physical, of the service provider. Hospitals should preferably be located in places that are easily accessible to people as well as their suppliers. The provision of services may be sprayed through accredited partners and networks, as well as the delivery of the services being performed by other means, such as the results of clinical examinations of laboratories that can be obtained through the companies' website.

2. f. Promotion and education: Because it is a segment that relates to life, care should be taken regarding communication, differentiating it from commercial goods companies. The company, brand, positioning and professionals involved can be presented, in addition to positive experiences, avoiding

sensationalist advertising and with promises that cannot be fulfilled and that do not correspond to the experience of the organization, according to the code of ethics of the medical area. A controversial situation refers to the promotions carried out by pharmacies and the extent to which they can provide promotional discounts for medicines in order to increase the volume of purchase of their consumers. Social networks can be means of communication to support positioning and brand of companies and professionals, with insertion of news and tips on health, but not contents that are confused with medical guidelines.

3. g. People: *One* of the most important assets of any company, undoubtedly, are its internal employees. Physicians represent the company and the quality of the services provided. In addition to the necessary academic training and technical qualification, these professionals must take proper care, because the professional person of the legal entity is confused. On the one hand, the legal entity represents a group of interests of a particular company, with rights and duties to preserve. The professional is part of this system, but has a career and individuality as an individual. Thus, it is controversial for this professional to give his phone number to his patients, who actually have an institutional link with the hospital, as well as having patients as friends on social networks, which can lead to an intimacy that should not occur, including the code of ethics. Such a situation could change if the professional is the owner of your office.

4. h. Price and other costs of service: Pricing of services to be charged to consumers are among the most complex marketing decisions. One of the reasons is that it should be based on the structure of direct and indirect costs and expenses added to the mark-up. In this case, the definition is called as the price from the inside out of the company and it is not always possible to identify all the necessary investments and their revenue. Another point is that prices can be set from the outside in, depending on the consumer's perception and company positioning. Finally, it should be reflected at a fair price, because it is a service related to the quality of life of people and the well-being of society.

Riverside Methodist Hospital (2022), in the USA, is a private hospital that understands clients and is always attentive to the environment where it is inserted, translating into segmented strategies and practices. Developed the *Elizabeth Blackwell Centre*, which specializes in women's health and the proximity of a Honda factory in the vicinity of Columbus, Ohio, influenced the hiring of Japanese-language employees. In the city of São Paulo we have the Hospital Santa Cruz, founded and managed by Japanese and which even has a menu adapted to Japanese flavors and preferences. Another example refers to hospital hospitality, not only directed to the patient, but also extended to their family and friends.

This integrated view reminds us that the concept of marketing is very broad, not limited only to potential customers, but to all stakeholders. This reality resonates the concept of marketing, including health, should use various tools, such as Public Relations.

4 DISCUSSION OF THE RESULTS OF THE INTERVIEWS

The analysis of the answers of the interviews is presented.

4.1 HOW DO YOU ANALYZE THE RELATIONSHIP BETWEEN HEALTH AND MARKETING?

In general, the Health sector represents an image closely related to human well-being and focused on social activities. The presence of excessive or poorly employed marketing strategies and actions can be confused with a mere commercial concern that is not always directly related to the quality that the company/institution offers. Thus, the area must understand and select which actions should be used in order to maintain the business with the necessary sustainability and scalability for the solid development of its business, as well as the offer of quality of the services provided. A fundamental point is that the external environment, macro-environmental, greatly influences the perception of the health segment where each entity must develop in a personalized way the actions it deems necessary, in a contextualized way with the external environment to the company. That last impression was unanimous to all.

4.2 WHAT MARKETING TOOLS SHOULD BE USED FOR HEALTHCARE COMPANIES TO ACHIEVE THE EXPECTED RESULTS?

Given the nature and much derived from the perception of human and social well-being, the most indicated tool was public relations, which deals with the identification of which audiences the company needs to have a positive image and which strategies and actions should be selected to produce the expected and necessary effects. There is, at this point, a counterpoint: many cited the need for a more expressive and directed Communication, but when deepening the interviews, many confused Public Relations actions with Business Communication. Many considered it inappropriate to use tools such as Advertising and Advertising, because they are associated with commercial relationships. Thus, there was concern about the institutional image and not only the direct sale of Services and Products. Later, a public relations concept will be developed in this article to contextualize the answers.

4.3 WHAT SPECIFIC PUBLIC RELATIONS ACTIONS SHOULD BE APPLIED BY A HEALTHCARE COMPANY?

Main knowledge, competitive differentials and positive results with the community should be enhanced through *Press Release*, which deals with news published in public and/or even scientific journals, in order to prove the expertise of the entity, as well as the information of the services it offers to the target audience. The contents must be properly elaborated and balanced, including ethical and *compliance premises*, in addition to meeting the LGPD (General Data Protection Legislation), because in many cases there is the association of medical records and information of clients and patients. At this point, a convergent point is that the company is present in social networks and/or even institutional website.

4.4 WHAT HUMAN COMPETENCIES DO YOU CONSIDER ESSENTIAL FOR THE HEALTH AREA TO INCORPORATE MARKETING CONCEPTS AND PRACTICES?

Among the main ones, we highlight the partnership with other sectors and *stakeholders*, translated here as the ability to form strategic partnerships, in addition to the capacity for direct relationships with the domestic and international market, thoughts and conducts that lead to innovation in general and technological. Due to the pandemic and consequent social distancing and difficulties in general, resilience was emphasized as to the possible complications that may occur. Ethics, transparency, fidelity, autonomy, personal recognition, valorization of the sector and internal and external collaborators were also mentioned, although part of these does not refer exactly to competencies. All responses indicate the need for faster responses to market changes and demand, making the company more competitive and/or at least more prepared to continue with its Mission and Vision.

4.5 WHAT KNOWLEDGE, IN ADDITION TO THOSE OF THE SPECIFIC ACADEMIC BACKGROUND, IS ESSENTIAL FOR GOOD PROFESSIONAL PERFORMANCE?

As areas of Knowledge, content and applications are private and complement each other when we deal with management and a business. Thus, issues related to planning and management, tangentially the resources, insums and efforts related to the good performance of the business. In particular in the health area, we have the observance of the perception of primacy in technical knowledge, often placed in order of preference to the detriment of others, which is not an error, but, which in a way can be equated and balanced in order to better serve the Consumer. Sometimes, for example, health care can involve criteria and terms that are not to understand who is looking for the solution of their problems and sometimes communication can not meet this need. Attendance was then one of the main content discussed, in addition to Marketing 4.0, use in social networks.

4.6 WHAT DIFFICULTIES ARE DETECTED FOR MARKETING TO BE APPLIED IN THE AREA OF HEALTH?

In addition to mutual knowledge and skills, there was unanimity that there are particularities of maintaining a website, an area in the company or even in Social Networks. What was much discussed was that the company should have a Management Information System (GIS) and a Marketing Information System (SIM), which require a consistent operational, tactical and strategic structure, with identified and defined processes. On the other hand, there is also the need for specific professionals (Health, Administration and/or Marketing), with a certain level of resistance by health personnel with professionals in the area of Administration and/or Marketing, which can be positive or negative, depending on the profile or point of view.

4.7 WHAT ARE THE RECOMMENDATIONS FOR THE DEVELOPMENT OF HEALTH MARKETING?

Let the professional know its importance in the context of the business, as well as the business. To maintain and ensure the quality of the services provided, the company must ensure, through the selection of internal employees, training and updates, the quality of its internal audience. On the other hand, the incorporation of marketing tools, strategies and actions should provide important behavioral changes between the parties involved, not meaning to serve the client only from the commercial point of view, but also the technical and human dialogue in the sense of awareness that he is receiving something of value. This whole process involves changes and transformations that also requires a new guidance of purposes, as well as organizational culture. Investments in technologies and personal improvement will bring promising results.

5 PUBLIC RELATIONS AS ONE OF THE MAIN TOOLS OF HEALTH MARKETING

The promotion compound consists of advertising, advertising, public relations, sales promotion and personal sales. The first three refer to stimuli that aim at long-term relationships, deriving from this presentation of the company, product and service, until it informs the strategic positioning and creates the institutional image. They are usually more expensive stimuli that aim to reach a large portion of the population. The latter two aim at short-term relationships that result in sales. The decision of the use and intensity of each group of tools is directly related to the objectives and strategic goals of the company and in contrast to the budget made available in corporate strategic planning.

Within the first group of long-term incentives, Public Relations stands out as one of the main tools in the area of medicine and health. Advertising is constituted as incentives sponsored by an identified advertiser and not always adequate due to the high costs and objectives for companies in the sector, because they aim at the large mass of audience and not always with the appropriate segmentation. Advertising constitutes how to make public an idea and conceptually speaking could be associated with spontaneous exposure, but it is not always what happens, because media often request financial reciprocity, in most cases.

Public Relations aims to give greater credibility and focus to what is informed to the target audience, through a news published in newspaper and / or magazine, sponsorship and participation in specific events and other opportunities for brand exposure. As an example, the author of this article developed a week of community awareness where a hospital was inserted. Instead of high investments in advertising, we use the facilities themselves as a place for lectures, free courses and discussions in the period with the hospital's own team of professionals. The disclosure, because it is a non-profit social event, has managed the support of sponsors who gave up space in the media, resources and insums in order to help the local community, as well as expose their brand in a less commercial and more institutional way.

It differs from the Social Responsibility of Philanthropy, which becomes an important motivator for the collection of funds for social and charitable purposes. Oliveira (2008, p. 66) *states that "social action can be introduced in a coordinated and planned way, which is called private social investment. There is often an interest in the use that the resources for social actions are applied efficiently and under the control of the company."* In a contemporary way, social entrepreneurship emerges, which deepens the interest of the population in practices that contribute significantly to the common well-being.

6 FINAL CONSIDERATIONS

The opening of markets to the international scenario, internal and external economic variations, disruptive environments and loss of purchasing power, for example, make the longevity of companies challenging, especially those that provide services such as health services. From the economy came the precepts of marketing, related to the behaviors of demand and supply. With the increase in productive activities, with the economic growth of societies and the opening of markets to the international environment, marketing, as a reflection of society, has evolved towards improving consumer relations and their economic and social consequences. New concerns and strategies have emerged aimed at business maturity and longevity, sustained within an environment with competitiveness. If the marketing investment is assertive, the company will notice that its investments will be constant, but not necessarily larger. On the other hand, part of the public sometimes has a distorted image of marketing in relation to the health area, because essentially companies located in this important economic segment associate directly with human and social benefits (which is correct and clear) and sometimes start from the premise that they should not use marketing tools, as a result of its associated objectives usually in a commercial manner and applied in consumer products. Public Relations stood out as an important tool to communicate and consolidate patients (clients) of companies. Evolving, more than meeting the needs for services of the necessary quality, marketing becomes a partner for the business of companies in the health area. By establishing itself in the market, the company will find business opportunities and challenges to be overcome, such as *the stakeholder partnership*, which results in new models of being, thinking and acting. People, represented here by the internal public, are important vectors that the incorporation and acceptance of this new model. They must participate and integrate into the company's strategies. And, in this way, eliminate any barriers that may interfere in this process of incorporation of a new business model and that results in its longevity and delivery of the Value Proposition.

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