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METHODS FOR STUDYING THE TARGET AUDIENCE OF THE MARKET OF MEDICAL SERVICES

Annotation: This article is devoted to the study of client (patient) trends and applied methods in the medical services market in order to develop the market and compete in the market by improving the quality of medical services.

Key words: medical services; TDABS; health system marketing; "customer path"; "loyalty" of the patient; "real clinical experience"; "patient perspective"; NPS and CSI indexes.

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МЕТОДЫ ИЗУЧЕНИЯ ЦЕЛЕВОЙ АУДИТОРИИ РЫНКА МЕДИЦИНСКИХ УСЛУГ

Аннотация: данная статья посвящена изучению тенденций клиентов (пациентов) и применяемых методов на рынке медицинских услуг в целях развития рынка и конкурентной борьбы рынка путем повышения качество медицинских услуг.

Ключевые слова: медицинские услуги; TDABS; маркетинг системы здравоохранения; «клиентский путь»; «лояльность» пациента; «реальный клинический опыт»; «перспектива пациента»; индексы NPS и CSI.

The modern healthcare sector is one of the fastest growing sectors of our national economy [1]. In recent years, as in marketing and finance in the health care system, time-driven activity-based costing (TDABS) has been used to account for active time-based costs in management innovation. Today's trends in health marketing are significantly influenced by: consumerism, resource optimization, transparency in the provision of medical services, the introduction of cross-industrial innovations.

According to M. Porter, in a cost-oriented approach in the health care system, it is important to take into account the wishes of the patient when providing treatment [2] . In other words, the fact that such an approach is seen as the main paradigm of the patient's desire in the future determines the priority of the service, from the availability of medical services to the principles of its service and convenience and reducing health care costs.

CIS scientists such as Yu.A.Zuenkova [3], Yu.V.Lukina [4], A.V.Ivanov [5] also presented scientific views on the development of this market by assessing the quality of medical services. The research of H. Ahmadjanov [6], D. H. Rakhmanov [7], M.E. Dadakhodjaeva [8] pays special attention to the relevance of economic mechanisms aimed at developing the health care system.

The main concept of medical services marketing today is consumer-oriented. It is based on important marketing tasks, such as studying the behavior of consumers in the market of medical services.

The effectiveness of basic 4R instruments in marketing in any industry requires the identification of specific characteristics of that industry. In order to solve this problem, we need to identify the main trends that affect the solution of marketing research in the health system, ie the value of the patient, the formation of a "customer path" in service satisfaction, the formation of the patient's "propensity", "real clinical experience" . statistical analysis, observation and interview methods were used for this purpose.

The tendency to study customer value. In medicine, the success of treatment depends on the patient's acceptance of the treatment regimen prescribed by the physician, which may include factors influencing the patient's decision-making: socio-cultural, psychographic, behavioral, economic, and consumer experiences. To support this trend, it is important to define the "patient perspective" and requires a system of motivations. However, in this case, the client receiving treatment instructions may encounter complications such as "feelings", "cost of medical care", "staff courtesy".

it is expedient for the research method to distinguish approaches to systematization of units of measurement of motives (Table 1). An in-depth interview method is used for it.

Table 1

Approaches used in the assessment of patient desire

Measuring indicators on a scale	Time measurement on	Measurement by standard selection	Measurement on payment
Analysis of the patient's condition on a "health-death" scale	Determining the desire to give certain years of life in favor of health	The choice between the current state of health and surgical intervention	An analysis of the willingness to make a payment in response to a perception of medical care

The tendency to study the "client path". The solution to this problem is based on the CJM (customer journey map) model of patient behavior, in which a "customer path" map is created by identifying the places where the patient applies. It is also important to form a group of influencing factors through the analysis of secondary data in the system of medical organizations, patient surveys and observation.

The tendency to study patient satisfaction as medical services. It is becoming increasingly important to consider the patient's experience when choosing an organization that offers medical services. The results of the observations show that only 11% of patients are satisfied with the quality of medical care. It is advisable to use a weighted assessment method, non-compliance analysis, NPS and CSI indices to study the trend.

Trends in the study of patient competence. This trend is associated with the study of the patient's behavior during treatment, which includes taking into account the advice of the attending physician, timely receipt of treatment and re-visit to the clinic. The results of the observations show that the incapacity of the patients does not exceed 50%, but the high incidence is observed only in the chronic state of the disease. Quantitative and qualitative analyzes, in particular the Bernoulli theorem and the Markova chain, can be used in the study of such tenacity.

" real clinical experience". The study of the formation of "real clinical data" in the health care system depends on the application of new or innovative both medical and marketing mechanisms by health care providers. To do this, it is important to follow the trends in the medical care market and study both the primary and secondary needs of the patient.

In studying the market of medical services, it is advisable to establish cooperation between the professional medical community and marketing researchers. Marketing research not only contributes to the development of medical service providers, but also shapes the competitiveness of this market. It is no

exaggeration to say that this primarily serves to ensure the quality of medical services.

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