MARKETING MANAGEMENT IN THE HEALTHCARE SYSTEM: MANAGEMENT MECHANISMS AIMED AT IMPROVING POPULATION HEALTH AND REDUCING THE RISK OF DISEASES (ON THE EXAMPLE OF STATE AND NON-STATE HEALTHCARE INSTITUTIONS)

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Annotation
This article examines the role of marketing management in the healthcare system as an effective management mechanism aimed at improving population health and reducing disease risks. Using the example of state and non-state healthcare institutions, the study analyzes modern marketing approaches applied in healthcare management, including patient-oriented strategies, health promotion programs, and preventive marketing tools. Particular attention is given to the integration of marketing mechanisms into public health policy, the formation of healthy lifestyle values, and the improvement of medical service quality and accessibility. The research highlights the differences and similarities in marketing management practices between public and private healthcare institutions and evaluates their impact on disease prevention and health outcomes. The findings emphasize that the effective use of marketing management tools contributes to increasing public health awareness, optimizing healthcare services, and reducing the overall burden of diseases in society.
Keywords: Marketing management, healthcare system, public health, disease prevention, population health, healthcare services, state and non-state medical institutions, health promotion, preventive healthcare.

МАРКЕТИНГОВЫЙ МЕНЕДЖМЕНТ В СИСТЕМЕ ЗДРАВООХРАНЕНИЯ: УПРАВЛЕНЧЕСКИЕ МЕХАНИЗМЫ, НАПРАВЛЕННЫЕ НА УЛУЧШЕНИЕ ЗДОРОВЬЯ НАСЕЛЕНИЯ И СНИЖЕНИЕ РИСКА ЗАБОЛЕВАНИЙ (НА ПРИМЕРЕ ГОСУДАРСТВЕННЫХ И НЕГОСУДАРСТВЕННЫХ УЧРЕЖДЕНИЙ ЗДРАВООХРАНЕНИЯ)

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Аннотация
В статье рассматривается роль маркетингового менеджмента в системе здравоохранения как эффективного управленческого механизма, направленного на улучшение здоровья населения и снижение рисков заболеваний. На примере государственных и негосударственных учреждений здравоохранения анализируются современные маркетинговые подходы, применяемые в управлении здравоохранением, включая пациентоориентированные стратегии, программы укрепления здоровья и инструменты профилактического маркетинга. Особое внимание уделяется интеграции маркетинговых механизмов в государственную политику в области общественного здравоохранения, формированию ценностей здорового образа жизни, а также повышению качества и доступности медицинских услуг. В исследовании выявляются сходства и различия в практике маркетингового менеджмента государственных и частных медицинских учреждений и оценивается их влияние на профилактику заболеваний и показатели здоровья населения. Полученные результаты подтверждают, что эффективное использование инструментов маркетингового менеджмента

способствует повышению уровня медицинской грамотности населения, оптимизации медицинских услуг и снижению общей заболеваемости в обществе.

Ключевые слова: Маркетинговый менеджмент, система здравоохранения, общественное здоровье, профилактика заболеваний, здоровье населения, медицинские услуги, государственные и негосударственные медицинские учреждения, укрепление здоровья, профилактическое здравоохранение.

I. Introduction

In the contemporary landscape of healthcare, effective marketing management has emerged as a pivotal mechanism for enhancing population health and mitigating disease risk. This necessity grows from the increasing complexity of healthcare systems, where both state and non-state institutions strive to navigate the evolving needs of patients and communities. By implementing strategic marketing practices, healthcare organizations can better communicate their value propositions, improve patient engagement, and foster healthier lifestyles. For instance, the integration of advanced technologies such as Artificial Intelligence and Blockchain can not only streamline operations but also strengthen patient trust and data security, fundamentally reshaping health delivery models (Patil PK et al., 2025)(Chowdhury RH, 2025). Furthermore, a comprehensive understanding of the economic burdens associated with diseases—illustrated vividly within the aquaculture sector, for example—can inform more targeted and effective marketing strategies to prioritize public health interventions (A Asha et al., 2025). As such, marketing management plays an integral role in operational excellence, ultimately redefining how healthcare institutions meet community health challenges and enhance outcomes (Salvatore D et al., 2025).

The definition of marketing management in healthcare involves strategic planning, implementation, and evaluation of marketing strategies that aim to promote health services and improve patient outcomes. This comprehensive approach is essential as it not only addresses the promotion of services but also encompasses the assessment of population health needs and the development of interventions tailored to meet those needs. Effective marketing management in healthcare institutions, both state and non-state, relies on understanding consumer behavior and leveraging data to enhance service delivery. For instance, advancements in technology, like artificial intelligence, significantly contribute to marketing strategies by enabling precise identification of health trends and efficient patient targeting, thereby streamlining resource allocation (R Aswini et al., 2025). Moreover, integrating ethical considerations, as seen in immune-modulating therapies, ensures that marketing practices align with patient welfare and informed consent, fostering trust and transparency (Rizvi M, 2025). Ultimately, marketing management serves as a pivotal mechanism to improve accessibility and reduce disease risk in diverse populations (Shepherd A, 2025)(Dessap AM et al., 2025).

The significance of population health and disease risk reduction cannot be overstated, especially in the context of comprehensive marketing management within healthcare systems. By prioritizing the health of populations, healthcare institutions can mitigate the financial burdens associated with diseases, as evidenced by studies highlighting the substantial economic impact of health issues, such as the estimated US$ 2.48 billion loss in the Indian aquaculture sector due to disease (Jalilzadeh M et al., 2025). Effective communication strategies are instrumental in increasing public awareness about preventative measures and health risks, thereby fostering informed decision-making among consumers (Davenport C et al., 2025). Moreover, addressing socio-cultural determinants reveals critical insights that can guide interventions aimed at reducing obesity and related health risks, as these factors play a significant role in shaping health behaviors (Patil PK et al., 2025). In this way, integrating population health strategies into marketing frameworks serves to enhance health outcomes and decrease the incidence of preventable diseases, promoting overall community well-being (Robin T Higashi et al., 2025).

In the complex landscape of healthcare delivery, both state and non-state institutions play pivotal roles in shaping population health outcomes. State healthcare systems, often funded and regulated by government entities, aim to provide universal access to care, ensuring that basic health services are available to all, particularly vulnerable populations. Conversely, non-state healthcare institutions, including private facilities and non-profit organizations, contribute to a diverse array of services, frequently targeting specific health issues or demographic groups. The interplay between these sectors is crucial; for instance, collaboration between public health initiatives and private providers can enhance disease prevention strategies, addressing health disparities reflected in various community contexts. Effective marketing management within these institutions must leverage insights from consumer behavior and community needs to foster intergenerational well-being, as highlighted in the concept of responsible aging, which accommodates individuals across the

lifespan (Heinonen K et al., 2025). Further, integrated care models addressing comorbidities like depression and diabetes demonstrate the necessity of holistic approaches in both sectors (Fanelli G et al., 2025).

II. The Role of Marketing Management in State Healthcare Institutions

Effectively implemented marketing management within state healthcare institutions plays a crucial role in promoting health and improving patient outcomes by enhancing accessibility to necessary services. With the rise of digital health technologies, state healthcare institutions must harness these innovations to bridge gaps in service delivery, particularly among underserved populations, as evidenced by disparities between Spanish and English-speaking individuals in utilizing digital tools ((Robin T Higashi et al., 2025)). Furthermore, strategic marketing management can facilitate the dissemination of information regarding self-test devices, ensuring that patients make informed decisions about their health, consequently empowering individuals to seek timely care and follow up effectively ((Robin T Higashi et al., 2025)). This aligns with the increasing need for regulatory oversight to mitigate consumer misinterpretation that can arise from inadequate information ((Davenport C et al., 2025)). Moreover, addressing economic determinants of health through targeted marketing initiatives can reduce the burden of diseases on healthcare systems, thus promoting a healthier population (). Ultimately, a comprehensive marketing strategy is imperative to achieving desired health outcomes within state healthcare institutions.

Effective strategies for promoting public health initiatives must leverage the strengths of both state and non-state healthcare institutions, focusing on collaboration and resource optimization. The integration of circular economy principles into healthcare can enhance sustainability and improve overall health outcomes by aligning entrepreneurial innovation with institutional support, as evidenced in recent studies (Mamash A et al., 2025). Additionally, comprehensive approaches addressing co-occurring conditions, such as diabetes and depression, highlight the necessity for integrated care models that consider the complexities of patient health and lifestyle factors (Fanelli G et al., 2025). Furthermore, the design of inclusive social protection frameworks can mitigate risks and foster resilience among vulnerable populations, emphasizing the importance of equity in public health strategies (Rustamova N et al., 2025). Lastly, the application of artificial intelligence in agriculture presents innovative solutions for food security, thereby contributing to public health by ensuring nutritional accessibility (Ozor N et al., 2025). Together, these strategies illustrate the multifaceted nature of effective public health promotion.

The utilization of data analytics in targeted health campaigns has become a pivotal element in marketing management within healthcare systems, enhancing the ability to identify at-risk populations and tailor interventions accordingly. By leveraging robust data analytics, healthcare institutions can analyze demographic trends, health behaviors, and socio-economic factors that influence health outcomes. This analytical approach not only aids in the segmentation of populations for effective outreach but also empowers institutions to allocate resources efficiently, ensuring that health messages resonate with specific groups. For instance, insights gained from data can elucidate the perceived costs of health behaviors, ultimately refining campaign strategies that address affordability and accessibility, as highlighted in extensive studies on consumer adoption behaviors in technology (Addula SR, 2025). Furthermore, addressing algorithmic biases in digital health communication is crucial, as these biases can skew campaign effectiveness and reinforce health disparities (Romanishyn A et al., 2025). As the need for integrated and context-sensitive marketing strategies intensifies, continuous adaptation and ethical scrutiny of data utilization are essential (Christou E et al., 2025)(Bierecki D et al., 2025).

Effective collaboration with community organizations serves as a pivotal strategy in enhancing outreach efforts within the healthcare system, ultimately improving population health outcomes. Such partnerships are crucial for bridging gaps in healthcare access, especially in underserved areas where public health infrastructures may be lacking. This collaborative approach draws on the strengths of local organizations to foster community engagement, exemplified in Baguio City, where local leadership partnered with various stakeholders to implement proactive health measures during the COVID-19 pandemic (Eloise J M Agbayani, 2025). Additionally, integrating community-driven initiatives with financial models like Takaful can further amplify outreach by providing accessible health financing tailored to the cultural context of community members (Shehu FM, 2025). By leveraging resources and expertise from these organizations, healthcare institutions can implement targeted health promotion and disease prevention strategies that resonate with community needs, thereby fostering sustainable health improvements and reducing the overall risk of diseases (Teagan J Weatherall et al., 2025)(Henry JA, 2025).

III. Marketing Mechanisms in Non-State Healthcare Institutions

In the realm of non-state healthcare institutions, marketing mechanisms play a pivotal role in enhancing service delivery while simultaneously addressing public health concerns. Unlike their state counterparts, which often prioritize universal access and affordability, non-state entities leverage strategic marketing to differentiate their services and target specific demographics. This approach fosters competition, compelling healthcare providers to innovate and improve their offerings, ultimately enhancing patient outcomes. For instance, contemporary marketing strategies can facilitate patient engagement through advanced digital platforms that incorporate Artificial Intelligence and Blockchain technology, ensuring secure and effective health management solutions (A Asha et al., 2025). Moreover, the economic implications of diseases, highlighted in various sectors, underscore the necessity of tailored marketing strategies that prioritize disease prevention and management, allowing such institutions to allocate resources effectively and enhance overall population health (Patil PK et al., 2025). This dynamic interplay between marketing and healthcare outcomes is crucial for non-state institutions striving to meet the evolving needs of diverse patient populations.

In the contemporary healthcare landscape, branding plays a pivotal role in shaping patient trust and engagement, serving as a decisive factor in healthcare marketing management. A well-crafted brand not only communicates a healthcare institutions values and quality of care but also fosters a sense of safety among patients. Research indicates that individuals are more likely to engage with healthcare providers that present a strong, cohesive brand identity, as trust is inherently linked to perceived credibility and reliability (Tsang H, 2025). Moreover, effective branding strategies can facilitate a more personalized patient experience, enhancing engagement by making patients feel valued and understood (Dzreke SS et al., 2025). For instance, the integration of empathetic communication in branding has been shown to positively influence patient perceptions and satisfaction levels (Meier C zu Biesen, 2025). As healthcare markets become increasingly competitive, institutions that prioritize robust branding are better positioned to navigate challenges and cultivate long-term patient relationships (Liao C-H, 2025).

In the evolving landscape of healthcare, digital marketing strategies have emerged as fundamental tools for enhancing patient acquisition and retention within both state and non-state healthcare institutions. By leveraging data-driven approaches, institutions can effectively target specific demographics, fostering a deeper connection with potential patients. For instance, personalized content marketing and automated communication strategies enable healthcare providers to engage individuals on a more personal level, thereby increasing patient loyalty and satisfaction. Furthermore, integrating artificial intelligence into these marketing efforts has proven beneficial; organizations leveraging AI can optimize their outreach through predictive analytics, identifying trends and tailoring services accordingly (SATHYADEVI R et al., 2025). Such strategies reflect the shift towards a more adaptive marketing model that balances technology with human interaction, ensuring that patients receive both relevant information and personal care (Chowdhury RH, 2025). Ultimately, successful digital marketing not only contributes to effective patient management but also leads to improved health outcomes, aligning with broader public health objectives (Tanaka S, 2025) (Bakker C et al., 2025).

In the evolving landscape of healthcare, patient feedback has become indispensable for shaping service offerings that are aligned with consumer needs. By actively soliciting and incorporating patient perspectives, healthcare institutions can enhance their service delivery models and improve population health outcomes. The strategic use of feedback mechanisms enables institutions to identify gaps in care, address disparities in access, and tailor interventions to diverse patient populations. For instance, studies have shown that understanding the barriers faced by Spanish-speaking patients in utilizing digital health technologies can lead to more inclusive service designs that enhance engagement and adherence (Robin T Higashi et al., 2025). Moreover, the integration of advanced technologies, such as AI-driven tools for early cancer detection, can be guided by patient insights to ensure that these innovations meet patient expectations and improve diagnostic accuracy (Tusher MI et al., 2025). Thus, leveraging patient feedback not only fosters a patient-centered approach but also drives operational efficiency and effectiveness in health management practices.

IV. Comparative Analysis of State vs. Non-State Healthcare Marketing Strategies

In the competitive landscape of healthcare, the marketing strategies employed by state and non-state institutions reveal notable disparities in approach and efficacy. State healthcare organizations often prioritize public health messaging, focusing on community-wide benefits and population health improvement, as

highlighted in the concept of responsible aging, which emphasizes well-being across generations and contexts (Heinonen K et al., 2025). Conversely, non-state institutions leverage targeted marketing techniques, utilizing advanced analytics and artificial intelligence to predict health trends and enhance service delivery, resembling approaches noted in other sectors where technology drives efficiency (Tusher MI et al., 2025). This dichotomy is further underscored by the need for comprehensive public health interventions that address obesity and other chronic conditions, which are multifaceted and require a collaborative response from both types of organizations (Jalilzadeh M et al., 2025). Additionally, the implementation of AI technologies in oral cancer diagnosis showcases the transformative potential of non-state healthcare marketing strategies (Vinay V et al., 2025). Such differences illustrate the varying adaptability and resource allocation inherent in state versus non-state healthcare marketing efforts.

The disparities in funding and resource allocation significantly impact the effectiveness of healthcare marketing management, particularly in enhancing population health and mitigating disease risks. State and non-state healthcare institutions exhibit pronounced differences in financial backing, leading to varied capabilities in service delivery and preventive care initiatives. For instance, while comprehensive strategies are often hampered by limited resources in public facilities, private institutions may leverage better funding to implement advanced technologies and innovative practices (Rahman MM et al., 2025). Moreover, the inequity in regional healthcare funding further exacerbates health disparities; northern regions typically receive greater investment compared to the underfunded southern regions in Italy, affecting access to clinical trials and innovative therapies (Polignano M et al., 2025). These inequities not only reflect differences in market responsiveness but also impede the development of proactive health management policies, creating a pressing need for reforms that enhance resource distribution frameworks (Y Zhang et al., 2025)(Michnik J, 2025).

The intricacies of target demographics and their corresponding health needs necessitate a nuanced marketing approach within both state and non-state healthcare institutions. Recognizing the heterogeneity among populations is essential, as variations in age, socioeconomic status, and cultural backgrounds profoundly influence health behaviors and outcomes. For example, the rise of responsible aging highlights the importance of integrating well-being across generations, emphasizing collaborative practices that cater to older adults while promoting intergenerational support (Heinonen K et al., 2025). Furthermore, understanding dietary preferences rooted in these demographics can guide healthcare marketing; studies show that adherence to national dietary guidelines varies significantly with ultraprocessed food consumption influencing noncommunicable disease risks (Samuel J Dicken et al., 2025). Tailoring services to fit these demographic profiles requires financial institutions to adopt flexible strategies that consider social influences and perceived costs, particularly for younger consumers, thereby cultivating greater accessibility and acceptance of health services (Addula SR, 2025). Ultimately, the ethical application of AI in healthcare marketing can support these tailored efforts by addressing common challenges such as algorithmic bias and privacy risks, thereby ensuring equitable access to health information (Ismail OH et al., 2025).

The effectiveness of marketing approaches in healthcare can significantly influence health outcomes by aligning organizational strategies with public health needs. As healthcare systems increasingly adopt innovative technologies, it is essential to incorporate these advancements into targeted marketing initiatives that enhance patient engagement and education. For instance, technologies such as Artificial Intelligence and Digital Analytics allow healthcare providers to tailor messages that resonate with specific populations, ultimately driving behavior change and improving adherence to treatment protocols. However, the marketing strategies must address broader systemic challenges, including economic burdens associated with diseases, as evidenced by the findings which indicate that treatment costs and production losses can be staggering in managing health issues like diabetes and depression. Integrated care models that promote collaboration across sectors are crucial in addressing these challenges, as they can improve treatment efficacy and patient outcomes, thoroughly demonstrating the value of adept marketing management in healthcare settings (Ungar-Sargon J, 2025)(Chowdhury RH, 2025)(Patil PK et al., 2025)(Fanelli G et al., 2025).

V. Conclusion

In conclusion, effective marketing management within healthcare systems plays a pivotal role in enhancing population health and mitigating disease risk. This analysis has elucidated the necessity for both state and non-state healthcare institutions to adopt innovative management mechanisms that align with evolving consumer needs and technological advancements. The integration of evidence-based strategies, as noted in

recent studies, is crucial in formulating effective interventions that can facilitate public health education and promote healthier choices among the population (Samuel J Dicken et al., 2025). Furthermore, the reliance on artificial intelligence tools for communication can inadvertently contribute to information distortion, thereby necessitating vigilant oversight in marketing practices (Romanishyn A et al., 2025). Additionally, the prevailing focus on pharmaceutical profitability over public health imperatives underscores the imperative for structural reforms within the healthcare sector (Ungar-Sargon J, 2025). Ultimately, fostering a culture of adaptability and informed decision-making among healthcare stakeholders is essential for achieving lasting improvements in public health outcomes (Chowdhury RH, 2025).

The analysis of marketing management in healthcare reveals several key findings that underscore the need for strategic approaches aimed at enhancing population health while mitigating disease risk. Effective marketing management within both state and non-state healthcare institutions necessitates a comprehensive understanding of the interconnectedness of various health conditions, as demonstrated by the intricate relationship between diabetes and depression, which emphasizes the importance of integrated treatment models for better patient outcomes (Fanelli G et al., 2025). Furthermore, the economic burden of healthcare-associated diseases, such as those impacting aquaculture, illustrates the vast costs incurred from ineffective disease management, necessitating prioritization in resource allocation for health interventions (Patil PK et al., 2025). As the concept of responsible aging emerges, the focus shifts toward promoting intergenerational well-being, which aligns with effective marketing strategies that can engage healthcare providers and stakeholders in fostering inclusive practices (Heinonen K et al., 2025). Collectively, these insights highlight that a dynamic and collaborative marketing approach is crucial for improving health outcomes in diverse populations (Rustamova N et al., 2025).

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