

Healthcare Marketing and Communication

Assignment Guidelines:

This assignment examines the principles, strategic models, and communication frameworks applied to healthcare institutions and service delivery. Students are expected to critically analyse healthcare consumer behaviour, service positioning, institutional branding, patient engagement, and digital health communications while managing transparency, patient trust, and ethical considerations across internal and external stakeholders.

Submission Format:

- Type: Applied Healthcare Marketing & Communication Plan (Final Project)
- Font: Times New Roman, Size 12, Double Spaced
- Word Count: 3000 – 4000 words
- Submission Deadline: To be announced by the respective professors

Assessment Criteria:

- Understanding and application of healthcare marketing and communication theories – 20%
- Critical analysis of patient behaviour, healthcare service positioning, and market dynamics – 25%
- Integration of academic literature, health policy frameworks, and industry case studies – 20%
- Strategic insight, ethical health messaging, patient loyalty planning, and recommendations – 25%
- Structure, academic writing, professional presentation, and APA referencing – 10%

Mandatory Sections:

- Title Page
- Table of Contents
- Abstract
- Introduction
- Market Analysis & Healthcare Consumer Behaviour
- Segmentation, Targeting & Institutional Positioning
- Integrated Communication Strategy & Digital Health Messaging
- Ethical Governance & Reputation Management
- Implementation Roadmap & Performance Metrics
- Conclusion & Strategic Recommendations
- References
- Appendices

Assignment Task – Choose ONE of the following written assignments:

Option 1: Strategic Institutional Branding, Patient Engagement, and Loyalty in Healthcare

Analyse how healthcare organisations build trusted brand identities and patient loyalty programs in increasingly competitive health service markets. Your paper should:

- Identify and assess the major factors influencing patient choice, trust, and the selection of services in public and private healthcare.
- Compare and contrast traditional transactional healthcare marketing with modern patient-centred engagement and relationship marketing.
- Examine real examples of health systems or hospital systems that have successfully implemented brand repositioning or patient retention initiatives.
- Create a strategic brand and long-term patient loyalty model specific to a healthcare facility or clinical network.

Option 2: Digital Health Communication, Patient Portals, and Crisis Reputation Management

Investigate the impact of digital communication channels, health technology platforms, and social media on managing institutional reputation and stakeholder relations. Your paper should:

- Evaluate how digital touchpoints (e.g., patient portals, mobile health apps, telehealth marketing) alter information dissemination and patient-provider relationships.
- Assess the strategic risks associated with digital communication in health, including health misinformation, data privacy concerns, and public backlash.
- Critique real-world examples of healthcare providers responding to institutional crises or public health communication challenges.
- Propose an actionable crisis communication protocol and digital messaging framework for a health services institution.

Option 3: Ethical Health Messaging, Stakeholder Alignment, and Public Health Campaigns

Evaluate how multi-stakeholder communication strategies can be designed to promote health literacy, preventive care, and service adoption without violating ethical standards. Your paper should:

- Explore the areas of tension and regulatory gaps at the interface of commercial health promotion, clinical transparency and patient vulnerability.
- Discuss the communication strategies and techniques needed to achieve alignment of interests among various stakeholders (medical staff, patients, regulators, insurers).
- Examine case studies of effective preventive care or public health communication initiatives driven by clinical networks or health agencies.
- Develop an ethically sound health promotion and integrated communication plan for a specific health service unit.