

Chapter 14

Sustainable Healthcare Reforming Model Based on Marketing: Case of Georgia

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ABSTRACT

Discourse about sustainable marketing is not finished. The theme is very current, and it involves either business or government responsibility of sustainability, green marketing, and sustainable lifestyle. Sustainability marketing in healthcare reforming is oriented to societal goals and special type of approaches to society as a whole. The healthcare reforming must be totally devoted to people, but environmental and societal scanning is the business of societal marketing. What can be the special type of advantage of health marketing and reform marketing? If health reformers try to meet present goals of society and at the same time consider the environmental, green policies, societal problems, and meet the goals of next generation, such health reforming, they can be called sustainable health reforms.

INTRODUCTION

Health reforming needs appropriate concept of Marketing and without it any great idea can die (Jakeli et al., 2016). Consumer concerns about ethicality of business and nature-based values of any services, is well linked to the reformist concepts in health (Peterson, 2021). Marketing research for sustainable marketing development, offers deep understanding to the societal paradigms, with the questions about the past, present and the future demand (McDonagh et al., 2014). One of aspects of sustainability, for example the recycling policy of the country and the degree of recycling policy well represents the economic and social stability (Minton, 2013). Discourse about sustainable marketing is not finished. The theme is very actual and it involves either business or government responsibility of sustainability, green marketing and sustainable lifestyle (Kemper et al., 2019). Sustainability marketing in Health Care Re-

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forming is oriented to Societal Goals and special type of approaches to society in a whole. The health care reforming must be totally devoted to people, but environmental and societal scanning is the business of Societal Marketing, what can be the special type of advantage of Health Marketing and Reform marketing. If health reformers try to meet present goals of Society and in the same time consider the environmental, green policies, societal problems, meet goals of next generation, such Health Reforming can be entitled as a Sustainable Health Reform. During the stages of the Reform Idea development, ecological studies, social dilemmas, mounting environmental problems, what will change the surface of Health Market, is the main aspects of sustainable marketing, with which, Health Reformers must be equipped (van Dam, 1996).

Interesting the way to go deeply into the concept of Sustainable Marketing is offered by different authors and researchers to the marketing practice. If the concept of the green marketing supports the development of long term sustainable products and services, and the social marketing concept tries to develop sustainable healthy behaviors, the third concept entitled as a critical marketing, committed to scan all marketing theory, turning it into more social concept, considering not only company and customer but the general publics (Gordon et al., 2011). This challenges direct any Health Reform, not only to the patients and healthcare providers but to the society and the government as a guarantors of human rights in the country.

To develop the Sustainable Health Reforming, the well-studied environmental questions have to be answered, using long term green marketing and some social marketing approaches, the health reform, must be understood as a phenomenon, inspiring new macroeconomic and supply demand on health related markets (Martin et al., 2011).

Taking into consideration environmental studies, health reformers will be more flexible to join society needs and demand (Murphy, 2005). The idea to construct the reform formula on the health needs of the country, will create sustainability and the success (Belz et al., 2009).

Health reformers must be committed that their reforms during long period will satisfy customer's ethical and socio needs, like it is main principle of sustainable marketing (Jung et al., 2020). Also we should not forget that the sustainable marketing with the invisible hand is the driving force of the Economy (Sheth, et al, 2021). While humanity is in the period of the war with natural environment and this questions the habitability of our world, sustainable marketing can abolish wrong market behavior, replacing it by best societal concept, what should be the heart of the business paradigm (Martin, 2014). It seems that sustainable marketing can not only be very effective methodology to be used by health reformers but it can be the rule how to assess the long term success of any approach in this direction. When we speak about the health reform concepts and strategies, sustainable marketing will turn them into comprehensive and wise, long term plans, affecting developing living goals of humanity, their environmental protection, culture, ethical goals and the ability to see far longer, then with some ordinary plans and methods used before.

Health Reforming Sustainability Concept

Some authors used to discuss the features and attributes of sustainable health systems and characters of successful health reforms. For example, they say that successful health systems have three attributes, healthy people, superior health systems and fairness in distribution of health care (Fineberg, 2012). National Health Reforms all times were and will continue to build main skeleton of country's success and future development. Health Reformers need, deepest knowledge base into the traditional economic

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