


Chapter 13

Exploring the Connection Between Population Health Management and Patient–Centered Care in the Healthcare Marketing Mix

Naiara Torres Oliveira

 <https://orcid.org/0009-0001-1968-6757>

Polytechnic Institute of Cávado and Ave, Portugal

Bruno Barbosa Sousa

 <https://orcid.org/0000-0002-8588-2422>

*Polytechnic University of Cávado and Ave (IPCA), Portugal & Applied
Management Research Unit (UNIAG), Portugal & Centre for Tourism Research,
Development and Innovation (CiTUR), Portugal*

Cláudia Miranda Veloso

 <https://orcid.org/0000-0001-6612-0580>

ESTGA, University of Aveiro, Portugal & Universidade Aberta, Portugal

ABSTRACT

The chapter offers a comprehensive overview of marketing in the healthcare sector, its evolution and the strategic intersection with Value-Based Healthcare (VBHC). While challenges are recognized, the opportunities presented indicate a promising path towards a more efficient and patient-centered healthcare system. This convergence represents a contemporary response to healthcare demands, aiming for a healthier

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future centered on the value perceived by the patient. The healthcare ecosystem, made up of entities, employees and patients, plays a critical role in determining the quality of care. The introduction of the Value-Based Healthcare (VBHC) model, focused on maximizing the value delivered to the patient in relation to costs, presented challenges but also significant opportunities. These opportunities include innovations in payment models, an emphasis on interdisciplinary collaboration, and a renewed focus on prevention. The intersection between Value-Based Healthcare (VBHC) and the marketing mix revealed strategic implications.

INTRODUCTION

The healthcare sector faces transformative dynamics driven by the intersection between marketing and the innovative approach of Value-Based Healthcare (VBHC). This chapter seeks to explore the evolution of marketing in the healthcare context and its influence on the complex care ecosystem, with emphasis on the implementation of VBHC. Over time, we have observed a fundamental transition from provider-centric marketing to a patient-centric approach, emphasizing the humanization of care and the promotion of informed autonomy. In the healthcare ecosystem, where entities, employees, and patients play different roles, the effective management of these interactions is vital for the quality of care offered.

VBHC, introduced by Michael Porter and Elizabeth Olmsted Teisberg, emerges as a revolutionary model that aims to maximize the value delivered to the patient in relation to the costs associated with treatment. This model redefines traditional healthcare objectives, facing substantial challenges such as institutional resistance and the need for accurate measurement of results and costs. However, the opportunities presented by VBHC are vast, from innovations in payment models to a renewed focus on prevention.

The interaction between VBHC and the marketing mix reveals an intricate network of influences in the areas of product, price, distribution, promotion, people, processes and physical evidence. This chapter not only examines the challenges faced by implementing VBHC, but also highlights significant opportunities to boost the quality and efficiency of healthcare services. By aligning marketing strategies with VBHC principles, healthcare organizations can not only meet but exceed patient expectations, promoting an approach centered on patient-perceived value throughout their care journey.

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