Five P’s of Marketing

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A service line organization is a path to devising, executing, and assessing a hospital's performance. Through service line analysis, hospital leaders can use ample data from multiple departments, such as cardiology, pathology, etc., to understand each line's attachment to the institution's financial sustainability and place in the community. For instance, cardiology patients are serviced by the cardiology department and by registration, nursing, cardiac catheterization, radiology, pathology, etc. That analysis allows decision-makers to understand how a given service line affects the general hospital, how that line relates to others, and how that line could be improved upon. In addition, service line analysis allows decision-makers to understand how a given service line affects overall business (Butcher, 2016, pp2). For example, following the five P's of marketing price, product, promotion, place, and people the paper will further examine the booming business outcomes of my dental office Ambler Dental Care.

**Product**

The product refers to what you contribute to the customers, from functionality, branding, packaging, service, quality, and appearance. For example, the dentist's office, Ambler Dental, is in a new facility offering state-of-the-art equipment and amenities to give supreme functionality and appearance. In this case, the product includes a range of dental services such as preventive care, cleanings, fillings, root canals, dental implants, and cosmetic dentistry. The organization ensures its dental care services are up-to-date with the latest dental technology and delivered by experienced and qualified dentists. In addition, the appearance of a new facility can bring in many new patients due to updated facilities giving the impression of better quality care. They even provide complimentary amenities such as hot facial towels.

**Price**

The price aspect involves the cost of dental care services. The dental organization must offer affordable and transparent pricing for successful business outcomes. They have competitive pricing for routine check-ups and treatments, provide precise cost estimates for more extensive procedures, and offer various payment options, including insurance billing and payment plans. Price refers to the way you set prices for your products or services. Ambler Dental takes various insurances and offers other payment options to cover dental care.

**Promotion**

The promotion aspect focuses on marketing and spreading awareness about dental care services. The organization utilizes various marketing channels, such as online advertising, social media campaigns, community outreach programs, and partnerships with local schools or community centers. They highlight the benefits of regular dental check-ups, the importance of oral health, and the expertise of their dental team. Ambler Dental does a great job, from dental magazine covers to boasting about rewards received and referral programs. Referral programs are great for this establishment due to the low cost of running them.

**Place**

The place refers to the physical location where dental care is provided. For successful business outcomes, the dental organization ensures that its dental clinics are conveniently located in various neighborhoods, making it easy for patients to access dental care services. The office placement is near public transportation and a major highway, allowing easy accessibility. The office is conveniently placed between urban and suburban areas.

**People**

Inhouse marketing (2021) mentioned that the people element refers to your customers, yourself, and staff. The people aspect encompasses the dental professionals and staff delivering the service. Successful dental care outcomes depend on a skilled and compassionate dental team that can provide excellent care and address patient concerns. The organization invests in continuous education and training for its dental professionals to stay updated on the latest dental techniques and patient care approaches. As a customer of this establishment, the team understands and tries to meet all patients' needs. From those running the front desk to the doctors, show all customers coming in a sunny disposition, creating a relaxing atmosphere that makes you want to stay loyal and return.

Ambler Dental gives excellent care, and they have staff that creates a welcoming atmosphere for the customer. The team helps with all patient needs. Easy accessibility and current dental office facilities allow this business to thrive. Healthcare is still a business, and excellent customer service will keep patients returning.

Reference

Butcher, L. (2016). Hospital service line organization: Innovation in approaches and strategy. *Modern Healthcare Insights*. Published. https://www.modernhealthcare.com/assets/pdf/CH81353810.PDF

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