

MARKETING NURSING: AN APPROACH RELATED TO NURSING PROFESSION

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Abstract

Nurse's profession trends are counted a lot of them, but some of the most important are nursing shortage, retention, and job satisfaction which are different in several countries.

We have to say that the 4Ps approach and the nursing profession are well connected and can improve each health organization and nursing profession like other professions.

Internal marketing and nurses' job satisfaction are new trends but very important so we can not be faced with a turnover of the health workforce in our countries.

In the end, we can conclude that marketing is very important for nurses and is not vulgar commercialism. This approach is related mostly to the 4ps approach and internal marketing, especially with the job satisfaction of nurses.

Keywords: marketing, job satisfaction, shortage, workforce

JEL: C26, I11, I31, J24, G38

Introduction

As we know nursing is “*Nursing encompasses autonomous and collaborative care of individuals of all ages, families, groups and communities, sick or well and in all settings. Nursing includes the promotion of health, prevention of illness, and the care of ill, disabled and dying people*” (ICN, 2021). The role of nurses in the healthcare system nowadays is becoming more and more important. It is needed to use a marketing approach, more specifically internal marketing strategies, these will reduce turnover and develop nurses' organizational commitment (Chang and Chang, 2009). As the world faced the COVID situation and pandemic crisis, we saw that the heart of the healthcare system are nurses and in many countries suffered from a shortage of nurses. For that reason, we need to make a strategy for finding how to market a healthcare practice in the best way. According to Hirsch-2017, there are 8 ways and in this paper, we are focused on the internal marketing and approach related to the nursing profession.

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Source: Hirsch (2017).

Figure 1: Marketing a Healthcare Practice

Nurses profession trends

Nowadays healthcare industry is facing many problems regarding qualified nurses. These problems are related closely to retention and job satisfaction (Peltier, Pointer and Schibrowsky, 2006).

For that reason now we can establish approaching marketing and nursing, very essential for retention and shortage of nurses worldwide. Marketing can not be considered like vulgar commercialism (Kingma, 1998). That means marketing is very important for the future development of the nurse profession. Nurses need to learn and use a marketing approach for empowering consumers by improving efficiency and cost-effectiveness.

After researching PubMed we saw that “Marketing Nursing” generate circa 5205 articles, and other materials (*Marketing+nursing - search results - pubmed 2022*). This is configured in the Graphic below.



Source: *Marketing+nursing - search results - pubmed (2022)*.

Figure 2: Marketing Nursing Research

There is a significant growth of the number of studies because more and more the management of healthcare units needs to plan a strategy of marketing line.

Identification of the literature

The literature relating to marketing nursing was identified through electronic databases. Relevant literature was taken via electronic databases like PubMed, CINAHL, Medline, PsycINFO, and British Nursing Index over the last 30 years. Key phrases and similar phrases were used in the subject search in combination with nurses and these were for maximizing the amount of relevant literature. From these papers were used abstract and full texts of the papers.

4PS approach and the nursing profession

Nurses need to use the 4ps marketing in their healthcare units (Brown and Williamson, 1988; Stanton and Stanton, 1988; Gallagher, 1996). These includes product, price, promotion and place.

Product

The 1st P is related to the product, which means that nursing care can be a product, or maybe one nursing program related to many fields. This product in different countries is getting filtered by protocols and guidelines on how to be more effective in the healthcare system. So the quality of care and quality of patients' lives will be at a high level (Morrison, Larson, Witte and Hutton, 1987).

Price

The 2nd P is Price which means how much can cost or is speaking about financial terms related to nursing activities. Nowadays this product is getting more and more expensive in different countries for different reasons like the shortage of the nursing workforce (Goldman, 1990).

Promotion

The 3rd P is promotion, so what nurses are doing or what is the way of communication regarding promoting their job or profession in different channels. Many activities and continuing education were organized and planned how to promote the nursing profession and its role and image in the healthcare system (Faught, 1989; Mackey and Estala, 2008).

Place

The 4th P is place, which means where we will implement these marketing activities or nursing services. These can include the workplace of each nurse like healthcare units, or the Universities and institutions dedicated to continuing education (Pervaiz and Rafiq, 2002).

Regarding Young, nurses need to use marketing skills if they want to work with effectiveness (Young, 1995). He wrote that nurses are products and supplier. And the approach of marketing, in this case, is that is more solving problems of clients than publicity.

Regarding (Somers, Finch and Birnbaum, 2010) approach to marketing is that they are focused in 3 objectives related with image, relationships and competitive positioning. So it is needed to build a good image that nurses are very important to society and for them. Related to the relationship it is needed to build good

motivational patterns. And competitive positioning is related to variety and secure jobs.

Regarding (Kagan et al., 2015), Nurses are not promoting their professions and for that reason, marketing nursing is not working as well in many countries. They recommended these actions:

Each nurse needs to be proud of their job.

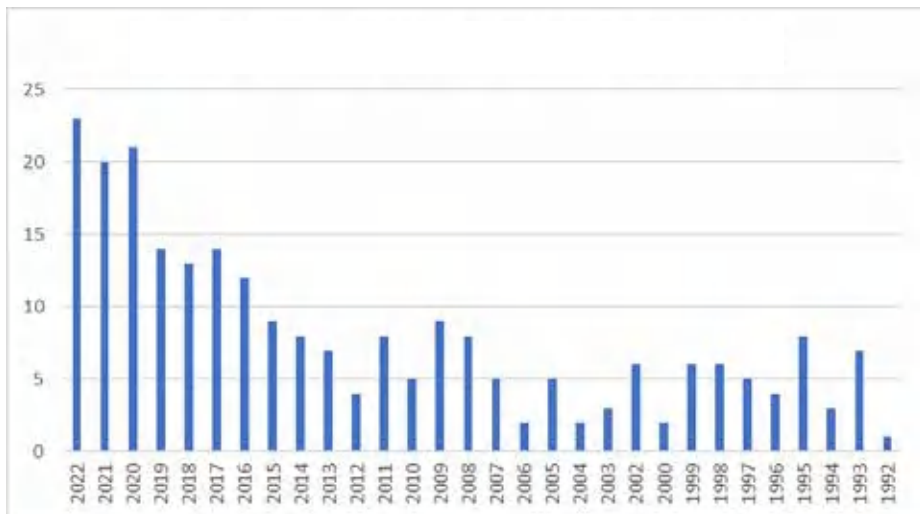
Regarding the organizational level needs to formulate and implement programs to promote the nursing profession. Encourage nurses to be part of marketing activities

Regarding (Montoya and Kimball, 2012), if we will have nursing image high and strong promotion we can have assured good marketing health care

Internal marketing, nurses job satisfaction.

Internal marketing is important for organizational commitment and service quality. Between internal marketing and service quality is an organizational commitment like a mediator. For that reason, internal marketing should be emphasized (Tsai and Wu, 2011).

After searching in PubMed we noticed that are 219 articles and other materials regarding “internal marketing and nursing” (*INTERNAL+MARKETING+NURSING – search results – pubmed, 2022*).



Source: INTERNAL+MARKETING+NURSING - search results - pubmed (2022).

Figure 3: Internal Marketing Nursing Research

Even here it is noticed a significant growth of the scientific work regarding internal marketing and nursing.

Regarding (Chen, Wu, Chang and Lin, 2013) it is a connection between job satisfaction and internal marketing and organizational commitment. Countries that have high organizational commitment have no problem with their workforce migration.

Conclusion

In the end, we can conclude that marketing is very important for nurses and is not vulgar commercialism. This approach is related mostly to the 4ps approach and internal marketing, especially with the job satisfaction of nurses.

As the healthcare markets are facing crisis in their workforce it is needed to implement more strategies regarding internal marketing in each healthcare institution.

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