TOPIC; Healthcare Marketing Strategies

Description

a hospital marketing director at a  very large hospital in an urban setting has several research projects to undertake this quart er. The hospital is continuing to expand its offerings in the metropolitan area and ensure a strong relationship with the top physicians in the community. the 3 projects that he currently researching include the following: the hospital urology department wants to establish a sexual dysfunction clinic. the department head wants to get an estimate of the number of men ages 35-60 in the community suffering with some form of sexual dysfunction . a primary care medical group is trying to determine whether patients are being greeted and serviced appropriately by the billing and admitting departments.  a managed care organization {MCO} is trying to determine what concerns physicals have in agreeing to become part of its panel of physicals who will treat their enrollees.  he asked you to assist by developing a report analyzing how each of these 3v projects would be communicated to each market segment and how each will help the hospital improve its relationship with the public. because of the nature of the report it needs to include a critique of current literature {scholarly references} to  support a position on each.  your report should be 3-4 pages in length not including title page and the reference page.  reference can not be over five-year-old apa forrmat