

## **HEALTH CARE MARKETING AND COMMUNICATION**

In contradiction to well-known term "health care management", which is mostly concentrating itself on insurances and hospital management, the term "health care marketing" is not so widespread. But this fact cannot decrease its value and importance.

This type of marketing derives most of its purpose on governmental and country levels. If we can speak of a country as a brand, we can also state that health care communication system would be inalienable point of such evaluation. As communication is one of the most important elements of marketing, we will concentrate our work on this issue.

In this thesis we would like to make a comparison of communication strategies in this field on a country level based on our personal experience, which we got while living in such countries as Austria and Ukraine.

Culture of healthy way of life has roots not only in the self conscience of people but also strongly supported by the governmental authorities and medical institutions. The infrastructure of the cities can either support and inspire outdoor sports, in particular jogging or roller skating, or not. In Austria this issue is much of a higher concern than in Ukraine. For instance, traces for jogging, roller-skating and cycling can be found everywhere throughout Vienna. In Ukraine the initiatives just start to take place, providing traffic lines for bicycles and proper recreation areas in the parks.

The ways of communication are also completely different in two countries. In Austria most of advertising campaigns highlight the positive side of sports, at the same time in Ukraine they mostly carry a negative effect of the alcohol, cigarettes and drugs. It should be also mentioned that the amount of health care agencies, offices and institutions per capita differs dramatically in both countries. According to the latest WHO reports Austria spends almost double of the national GDP on health issues in comparison to Ukraine. These and many other facts represent a different level of the government involvement into the topic.

All of the age groups are taken care of and a lot of attention is also paid to students' health as it is believed that the consciousness to health problems should

be brought up from the young age.

It is common in Austria to have health insurance beginning from childhood, 80 per cent of people own it. The rate in Ukraine is much lower, it actually doesn't come over 5 per cent. Life expectancy in Austria is 10 years more than in Ukraine.

The conclusion can be made that health care communication should become an essential practice throughout the world in order to prevent the aging process, increase birth- and healthrate of any nation.