

## Social Media as A Marketing Tool for Healthcare Providers: A Literature Study

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**Introduction:** The use of social media as a marketing tool has only grown in the last decade, so social media research has mostly focused on defining what it is through explaining the new terminology and concepts that form its foundation and exploring the impact of health care integration of social media on the behavior of health care users. **Methods:** This literature focuses on being able to describe what social media marketing is and to find out what factors influence the behavior of health service users relative to social networks by using the literature study or literature review method. **Objective:** Approaches to communicating with health care users have changed a lot with the advent of social media. Therefore, health care workers must learn how to use social media in a manner that is consistent with their work plan. **Result and discussion:** Is that the technology readiness of health service users is important to be remembered by health services when marketing on social networks in the context of product marketing. **Conclusion:** Health service providers as health services must be able to market comprehensive services through social media properly as a means of expanding networks in order to provide the best service.

**Keywords:** Communication; Social Media; Marketing; Health Service Providers;

## **Introduction**

Digital technology is a force for change. Technology in the field of information and communication only emerged when the Alma-Ata Declaration was agreed four decades ago. At that time, technology in the health sector was a complex, expensive and limited service. Today's common technologies such as smartphones, tablets and laptop computers do not exist. However, in 1990 new technologies – in particular, the Internet – began to have a revolutionary impact. Today when technology is highly advanced and much more assimilated in all sectors and flows in society, this technology in the field of information and communication has shown tremendous value and rapid progress for health (Dzenowagis, 2018). Technology that enables people to manage their health more effectively, to better ways to diagnose disease, to monitor the impact of policies on population health, digital technology for health, or digital health, have profound effects on how health services are delivered and how health systems are run. The impressive trend in national policies for digital health<sup>1</sup> (over 120 countries in 2015) reflects a strong commitment to using digital technology to advance the Sustainable Development Goals, support universal health care provider health coverage and shape a better future of healthcare (Campbell, Pitt, Parent, & Berthon, 2011)

All types of digital technology have become important resources in health services, the last decade has seen a very rapid development of integrated technology in various fields that support essential health and public health services. In this context, common uses of digital technology include seeking medical knowledge, resources, facilitating clinical support, monitoring the quality of patient care, mapping and monitoring the spread of infectious diseases, and tracking drug and vaccine procurement. Integrating clinical support tools and primary health nursing referral systems can help coordinate care and ensure continuity across primary, secondary and tertiary health care providers. (Campbell et al., 2011)

Electronic health records capture information about individual health, medical conditions, medications that can be shared for reference and timely clinical decision making. Digital technology can help improve the patient's health journey. They can prevent duplication of care processes and improve communication between providers and avoid unplanned hospitalizations and visits for emergency care. Ensuring that the general public has access to timely healthcare, expert advice over the phone in health emergencies can save lives (Chi, 2011)

Technology can play an important role in patient safety by identifying risks and reducing emergency events in primary health care settings. For example, electronic sensors allow measurement of vital signs and activity tracking to assist staff in monitoring patients at risk for falls. Ensuring that information about drugs can be shared accurately and safely through electronic health service providers so as to reduce the possibility of drug side effects (Campbell et al., 2011)

In today's technology-driven world, social networking sites have become a way for health care providers to expand their product marketing to a wider range of health care users. Chi defines marketing on social media as the relationship between brands and

healthcare users, while offering personal networks and currency as a means of user-centered and social interaction. Tools and approaches to communicating with health care users have changed a lot with the advent of social media therefore, health care workers must learn how to use social media in a way that is consistent with their work plan. This is especially true for health services seeking to gain a competitive advantage. The phenomenon of using social media as a marketing tool has only developed in the last decade, so social media research has mostly focused on defining what it is through explaining the new terminology and concepts that form its foundation and exploring the impact of health care integration of social media on the behavior of health care users. The purpose of this literature study is to provide knowledge about social media marketing that can be learned through experimental and theoretical research, describing the benefits obtained by health services from this marketing tactic. This literature focuses on being able to describe what social media marketing is and to find out what factors influence the behavior of health service users relative to social networks (Cox, 2010)

## **Method**

The type of research method used is literature study or literature review. A comprehensive overview of the literature regarding the research that has been carried out on certain scientific-based topics. This article was written using various sources from scientific journals and *e-books*. Source searches were carried out online by publications in journals such as the *Journal of customer behavior* and the *Western Journal of Emergency Medicine*.

## **Result and Discussion**

### **1. Social Media**

Social media has become a staple of everyday life among more than one billion people worldwide. The presence of social networks has become a characteristic of dynamic and transparent communication. Social media is rapidly becoming the preferred method of communication and information sharing and offers multiple entities the ability to create an attractive internet presence and specific programs. Social media in addition to having significant potential for communication and knowledge transfer, is accompanied by legal, ethical, personal and professional risks. The adoption of a social network presence should be intentional, transparent, and optimize potential benefits while minimizing risks. The power of social media as a communication, education and recruitment tool is undeniable. Yet the pitfalls of abuse can be disastrous, including breaches of patient confidentiality, breaches of privacy, and recruitment errors.(Chu, 2011)

The definition of social media is broad and constantly evolving. The term generally refers to Internet-based tools that enable individuals and communities to come together and communicate; to share information, ideas, private messages, pictures and other content; and, in some cases, to collaborate with other users directly. Social media is also referred to as “Web 2.0” or “social networks.” (Curran, Graham, & Temple, 2011). Social

media sites provide a variety of features that serve different purposes to individual users. Participation in social media by the general public has increased markedly over the past nine years. Propo Healthcare providers Adults using social media have increased from 8% to 72% since 2005 (Di Pietro & Pantano, 2012). Social media use is prevalent across all ages and professions and is spreading worldwide. In 2012, Facebook users exceeded one billion people worldwide, a figure representing one-seventh of the population print news media (Ferguson, 2008)

The social media as a marketing tool, health services must understand every aspect. Social media cannot be understood without first defining *Web 2.0*: a term that describes a new way for users to use the *World Wide Web*, where content is continuously transformed by all operators through sharing and collaboration with health services. However, there are some basic features that a website needs to fulfill a health care provider as a social networking website i.e. the site must contain user profiles, content, methods that allow users to connect with each other and post comments on their respective pages, and join virtual groups based on the interests of health care providers, similar to fashion or politics (Di Pietro & Pantano, 2012). Social media is different from conventional media because it allows participants for health care providers to unite by generating personal information profiles and inviting friends and colleagues to access the profiles of health care providers so that social media becomes an environment where social networking occurs and has changed the way health care users collect information and make decisions about the use of health services Health care (Ferguson, 2008)

Users' sentiment towards marketing (CSM) is a factor that researchers consider to measure how well health care users will perceive social media marketing. CSM is defined as a concept that refers to the feelings that health care users have for marketing and individual health care providers about the market as a whole playing a major role in whether they are motivated to take part in consumption activities. (Pillow et al., 2014)

To create a successful marketing campaign through social media, healthcare users must be open to technology. Technology readiness of healthcare users is defined as the tendency of people to embrace and use new technologies to achieve goals at home and at work. Technology readiness of health care users is important for business actors to remember when marketing on social networks because if their target market does not use social media, does not know it, or sees it negatively, then their social media marketing will not be useful. (Mady, 2011)

Technology readiness analysis can determine whether marketing through interactive advertising will be suitable for the target market for health services. The Innovation Adoption Process (PAI) is another instrument that provides information about the acceptance of health care users to new technologies. This process is the progress through which a post individual goes through the innovation-decision process. (Ventola, 2014)

The five-step shaping process consists of: knowledge about the innovation, forming attitudes towards the innovation, deciding to adopt or reject the innovation, implementing the innovation, and confirming the decision. Knowledge of PAI can help health care

providers find satisfying social media marketing campaigns. (Grajales III, Sheps, Ho, Novak-Lauscher, & Eysenbach, 2014)

Currently, social media is widely used by health practitioners to engage with patients and to find new patients online. Having social accounts on *platforms* like Facebook, Twitter and LinkedIn is beneficial for the healthcare community including nurses and sub-level staff and of course doctors. Social media marketing is very important for health care and health service providers because it helps in various ways, it provides alternative health services to health professionals, one of which is an application to share important and currently discussed health information. Debate on health practice issues, communicate with the public and promote primary, secondary and tertiary health service providers. In addition, the use of social media provides opportunities for health practitioners to learn with colleagues following the latest developments in health science. In conclusion, there may be more benefits to the health care use of social media marketing. Science that is not limited to the sky, above it, its scope is wider like the landscape of the universe (Rusli, 2019)

Marketing to health care users online is a new concept that is emerging, creating a new touch point for interactions between businesses and healthcare users. Health care user marketing is the planning and execution of all marketing activities that affect health care users along, and beyond, the entire path of health service use, from the point of motivation to use health services first appearing through health service use, consumption, use of health services. returns, and recommendations. Perceived suitability is an important factor considered by health service providers for marketing health service users; Perceived fit is the amount of similarity between the extension product category and the existing products affiliated with the brand. The more people consider health services on social networking sites to be useful and easy to use, the more likely they are media health service providers to use health services goods on social networks. (Mady, 2011)

The provision of health services on social networks can provide business growth for health services because of the diversity of health service users who use social media sites. The wide reach of health care users who utilize social networks means that most of the target market is reachable thereby providing an effective platform for health services to promote their brands and products to potential health care users. Advances in social media sites have created a community of health care users who are defining new ways of healthcare and health care users can interact with each other to share information about products. For example, virtual brand communities create computer-generated spaces for healthcare users and healthcare providers to connect with one another through marketing (Ventola, 2014)

## **2. Motives and Attitudes of Health Service Users**

It is very important for health services to be aware of the factors that influence the attitudes and motives of health care users because health care users are increasingly creating content about brands, something that was previously only controlled by health services. Chu in 2011 investigated the relationship between group participation in certain

social media brands, ad responses, and psychological factors of self-disclosure and attitudes among members and non-members of social media groups. The study of health care providers suggests that users who are members of groups on social media are more likely to disclose data and describe group participation and engagement with online advertising requiring higher levels of personal information because users openly disclose their relationship to social media groups and promote brand or product when they pass an advertisement to their friends. There is a relationship between the use and involvement of health service users in group applications on social media sites. The relationship between the use and involvement of health care users with group applications affects the level and effectiveness of advertising on social media, especially social media (Ventola, 2014). In general, as Chu notes, college-age users have the most favorable attitudes toward social media advertising and are the largest growing demographic, indicating that social media sites are *platforms* for online advertising campaigns, especially for targeted healthcare services. younger market (Grajales III et al., 2014). Cox (2010) also investigated the correlation between age and attitudes and found that social network users' attitudes toward online advertising formats (i.e. blogs, videos, and brand channels or pages) differed to some extent across age groups. He explained that users who fall into the 18-28 age group have strong positive attitudes towards blogs, videos and brand channel ad formats. This is because users find this ad format interesting, informative and funny. The 35-54 year age group prefers the ad format on video and brand channels because they think it is more interesting, informative, and has a better placement in online channels (Rusli, 2019)

### **3. Marketing Strategy Health Service Provider and Social Media**

Health service providers as one of the health facilities have become an important part of public health, as well as complement and increase the effectiveness of various health systems, such as providing continuous services for both acute and complex conditions or complications. Health care providers concentrate specialized resources within a well-planned referral network to efficiently respond to the health needs of the population and are therefore an important element of the health service provider *Coverage* and will be critical to meeting the Sustainable Development Goals (SDGs). As part of the UHC function, health service providers in ASEAN countries, especially for private health service providers, are increasing competing health service providers in the labor market and health services. With the implementation of the JKN program as part of UHC in Indonesia, there are still quite a lot of health checks and treatments abroad due to the unfavorable assessment of domestic health services. Unreliable and unsatisfactory quality, teamwork, ethics and tools. This situation ultimately does not support the health and well-being of the patient. The challenge of domestic health services is to improve the quality of services holistically in all aspects of health, including factors assessed by patients such as respect, comfort, order, responsibility, and professionalism in order to match health services abroad, as well as regain public trust in enjoying satisfaction. and the prowess of health services in Indonesia (Grajales III et al., 2014)

In the face of globalization, health service providers must carry out marketing activities which are currently triggered by a number of factors, including: developments in information and communication technology; the more free and easier the mobility of the community to choose health service providers where patients will seek treatment, the competition between health service providers becomes increasingly tight; Many new competitors have emerged because of government regulations in the health sector which indeed encourage the growth of new health service providers, so it is necessary to satisfy the needs and desires of users of health services more than competitors in order to survive and thrive in the high intensity of competing health service providers (Rusli, 2019). The marketing strategy of health service providers in Indonesia needs to make improvements and assessments of the services provided. The marketing strategy of health service providers starts from looking at the segmentation of service users, that is, so that it is not too broad, but can be focused on one market segmentation so that it can be served effectively. In conducting this market segmentation analysis, it is also necessary to adjust to applicable regulations such as health insurance regulations, and health service regulations that apply in Indonesia (Pudjowati et al., 2021)

Every health service is required to always develop strategies in dealing with various threats, both external and internal and seize opportunities. By implementing a strategy, it is intended that a health service can be objectively included in every condition both internally and externally. The importance of planning a marketing strategy in order to gain excellence and have products according to the interests of health service users through various support for marketing resources. The opinion of Kotler & Keller (2009) defines that marketing strategy is an art to survive, bring out health service users who are created, delivered and can facilitate the value of trusted and superior health service users. And according to Assauri, explaining the marketing strategy, namely a series of goals, targets, targets, policies, regulations that can provide direction to every entrepreneur in marketing health services from time to time, in accordance with the most important reference and level, namely the response. health services to deal directly with the dynamic and ever-changing environment and circumstances of health service providers (Rusli, 2019)

To provide medical care that provides international standard healthcare, healthcare providers need to have good communication structures, as well as multilingual medical staff and most importantly, the medical tourism industry should be promoted by government authorities for example through national campaigns or marketing strategies. overseas. Health care providers as private businesses use various strategies to attract more patients or users of health services, such as creating a therapy room in a hybrid hotel (health care provider designed for international patient comfort). Health care providers also develop marketing strategies to direct patients and health care users and identify the three strategies of health care providers connecting to potential patients through visits to countries of origin, employing medical travel intermediaries and developing 'medical check-up' packages for healthy people. . The medical check-up package is an indirect way

for patients/health service users to work with the assumption that someone who has undergone an examination at a health care provider will return to the same health care provider in the future if and when they need to because they are used to it. (Rusli, 2019).

From several key informants who worked in health care providers in the 1990s, they found personal and social elements in their information, such as not linking growth in medical travel to the marketing strategy of health care providers, but instead telling a story about traveling providers. medical services as a cardiothoracic surgeon on a business trip. Actions and social interactions like this underlie the medical facilitation business, forming a transnational social space for health service providers with a marketing strategy for health service providers that reaches across national borders. In addition, health service provider websites with two-way communication play an important role in building trust between patients and medical service providers. Creating a website that facilitates healthcare users to share their experiences and provide feedback to providers can be useful for planning practical medical marketing strategies (Pudjowati et al., 2021)

The advantages of using social media in health services include, because many patients use social media so that the reciprocal relationship between doctors and patients is better, social media is also a land that is more cost effective because it can provide comprehensive services from education and health promotion. The patient's achievements and progress can be detected wherever and whenever social media is accessed. Social media can reach health consumers more broadly so that testimonials submitted by patients or health consumers who have been previously captured can be conveyed to more people by health service providers. Meanwhile, the disadvantages of using social media in the health care sector are undeniable, one of which is the danger of false information, the patient's physical absence makes the patient able to provide false information and even try to diagnose himself rashly, this can affect patient compliance with giving. medication or advice the patient should take. Because there is no precise time on the use of social media, the use of social media can take longer than conventional health services (Pudjowati et al., 2021)

In marketing with social media in health services, there are things that can be tips so that marketing strategies are successful in achieving targets in the community (Grajales III et al., 2014) The first is always updating the latest health news, the second involves patients in the treatment process so that patients are always well educated, thirdly by educating patients, patient awareness to continue to control and adhere to treatment will continue to be monitored, fourthly do not miss to always show superior health services at our health care facilities so that consumers are generally always aware of the presence we, fifth always display the achievements that have been obtained, sixth involve patients in health promotion so that the public can immediately see examples of actions and services they have, seventh conduct interactive discussions that are witnessed directly so that patients can ask directly if they have questions and confusion, eighth build a good reputation for all audiences (Rusli, 2019)



The majority of health professionals are still hesitant to enter the world of social media, they suspect the loss of patient privacy, provide inaccurate medical advice, and fear for non-adherence to patient treatment behavior. But in fact, most health care providers and doctors find impressive results when social media health care providers are online and closer to patients. Every change must have its own challenges, health care providers themselves, several levels of challenges posed by health in social media marketing, among others, is that a number of health professionals have the desire to remain without social media accounts for fear that their presence on social media can label their names unprofessional. (Rusli, 2019)

A number of health professionals are also afraid of patient compliance with the treatment process even though the social media community offers specific guidelines on how to safely upload information, comments, photos or videos online. Finally, health service providers are afraid of getting negative comments from health consumers who may be offended by health service providers (Pudjowati et al., 2021)

The impact of digitizing healthcare services is enormous and is expected to be even wider in the future. As for other services, it is important to evaluate the impact of digital health services through the providers' social media. The decision to adopt, use, or replace a health care system, at various levels of the health care system, should ideally be based on evidence of clear performance with the goal of a better health system. To evaluate the health system, a health care provider's broad perspective must be taken. Broad achievements in achieving health system goals, including quality, accessibility, efficiency and equity, are the end result of the new digital healthcare assessment. This goal is not changed by the digitization process. The evaluation should be designed and adapted in such a way as to capture all relevant changes in an adequate manner. Monitoring can also be supplemented by observing general trends in how the health system is developing, as well as the consequences of digitization. The evaluation should begin with a complete description of the relevant digital technology, its use and purpose, to provide a complete picture of the technology, its intended use, costs and consequences, and the most relevant comparators, to be able to select the appropriate evaluation strategy and key parameters to include. Table 1 shows the communication that can be built online between doctors, between patients and between doctors and patients (Pudjowati et al., 2021)

**Table 1**  
**Online communication between doctors and patients**

<b>Online</b>	<b>fellow</b>	<b>patients</b>	<b>Doctors to patients</b>
Definition A	forum for doctors to share knowledge and individual experiences to be embedded and shared in the community on social networks.	patients to support each other both informationally and emotionally.	A forum between doctors and patients that can be a means of safe interaction between doctors and patients, can provide unlimited information and emotional support.
Objectives and Advantages	<ol style="list-style-type: none"> <li>1. Gathering facilities</li> <li>2. Online consultation</li> <li>3. Learning and teaching facilities</li> <li>4. Research</li> <li>5. Research publications</li> </ol>	<ol style="list-style-type: none"> <li>1. Information</li> <li>2. Psychological</li> <li>3. Patient empowerment</li> <li>4. Coordinated care support</li> <li>5. Connections for convenience</li> </ol>	<ol style="list-style-type: none"> <li>1. Involve and educate patients</li> <li>2. Help in the community</li> <li>3. support</li> <li>4. Psychological support</li> <li>5. connection</li> </ol> <p>Accuracy Information</p> <ol style="list-style-type: none"> <li>6. Coordinated care support</li> <li>7. Doctor and patient collaboration</li> </ol>
Problem	<ol style="list-style-type: none"> <li>1. Privacy and security of patient information</li> <li>2. Legal constraints</li> <li>3. Trust</li> <li>4. professionalism</li> </ol>	<ol style="list-style-type: none"> <li>1. Privacy</li> <li>2. Information accuracy</li> <li>3. Trust</li> <li>4. Misuse of information for health purposes</li> </ol>	<ol style="list-style-type: none"> <li>1. Privacy in healthcare information</li> <li>2. Misuse of information for self-care</li> <li>3. Legal liability for doctors</li> <li>4. Funding and time constraints</li> </ol>

Important frameworks and practical guidelines for the evaluation of digital health services should be developed at the time of planning for the digitization of health technologies. In evaluation, the phase of digital healthcare development and implementation, is an important element, a combination of different types of evaluation may be needed to provide information relevant to decision making at different times. Careful selection of the method to be applied is very important. When evaluating digital health services, many specific aspects need to be considered such as the appropriate policy context, the rules for setting priorities and using the results according to measurement. In addition, health service providers that are broader than the healthcare system to be able to face digitalization, from education, through financial and regulatory prerequisites, to the implementation of monitoring systems to monitor their impact on health system performance, must still be an important concern (Pudjowati et al., 2021)

## **Conclusion**

Social media as a group Internet-based applications built on ideological and technological foundations that enable the creation and exchange of user-generated and shareable content. Technology readiness of health service users is important for health services to remember when marketing on social networks in the context of product

marketing. Health service providers as health services must be able to market comprehensive services through social media properly as a means of expanding networks in order to provide the best service. Informative health care provider websites can be a means of two- way communication and have an important role in building trust between patients and medical service providers.

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