

# SALE PROMOTION AND MARKETING STRATEGIES OF A PRIVATE HOSPITAL: A CASE STUDY OF COMMON VACCINATION IN THAILAND

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## ABSTRACT

Private hospitals can be seen all around the world. As a private business, the main aim of a private hospital is to make money. Sometimes, there might be a sale campaign for promoting the revenue of the hospital. This can be a dilemma in medicine. Here, the author presents an interesting case study of common vaccination in Thailand and discusses the strategies issue versus ethical and legal concern.

**KEYWORDS:** Sale, Promotion, Vaccination, Private, Hospital.

## INTRODUCTION

Finance is a basic concern worldwide. For business, it is usually run and corresponded by a private section. In medicine, the medical business can also be seen. As a private business, the main aim of a private hospital is to make money. Sometimes, there might be a sale campaign for promoting the revenue of the hospital. This can be a dilemma in medicine [1]. Here, the author presents an interesting case study of common vaccination in Thailand context and discusses the strategies issue versus ethical and legal concern.

## CASE STUDY

The author hereby presents a case study on the promotion of vaccination in a private hospital in Thailand. The case focuses on the cervical cancer vaccine, which is the only vaccination for cancer prevention. This vaccine is not free in Thailand and it is presently served in several private hospitals. Due to the high price, one

who can pay for the vaccine must be rich and that one becomes the target group of the private hospital for sale promotion of vaccination. Based on the analysis of the vaccination promotion for the referencing hospital (name is hereby blinded due to private reason), the strategy for promotion is reduction of price for one who buys more than 1 dosage of vaccine.

Focusing on the price, if one buys 1 dosage, one has to pay 129.46 EUR, but if one buys 2 dosages, one has to pay EUR. The saved cost is equal to 179.92 EUR.

## DISCUSSION

In medicine, the sale is usually a controversial issue. It is an actual dilemma. Investment on medical service aiming at money is usually a topic for both financial and ethical discussion [2,3].

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Private hospitals aiming at making money is usually a problem and the old conflict can be seen. The role as the center for health care for all is directly contrasted to role as profit making unit. Based on the price analysis, it can be seen that the private hospital usually sets overpricing for a patient on whom they can use the strategies of retail and wholesale. The necessary vaccine, without support by the government, will not be easily affordable by the general poor local people.

This is an actual problem in public health. In addition, sale promotion usually goes along with other unethical practices such as the use of nearly expired or expired vaccine. Cost reduction and minimization is usually used by private hospitals. The sticky private hospital owner usually invades ethical rules and aims at money only. Sometimes, the non - registered or non - licensed vaccine might be sold. In fact, there are many interesting problematic cases of sale of not allowable medical objects. The sale of ova [4] or organ [5] is the best example.

In fact, local legal control notes for no promotion sale of medical service but it is usually violated by several techniques in

Thailand. Due to the nature of developing country, corruption is also not rare and the private hospital owner might find a way to make a link and get illegal support from unethical officers.

**CONFLICT OF INTEREST:** None

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