

MARKETING INNOVATIONS IN THE ACTIVITIES OF MEDICAL INSTITUTIONS UNDER THE INFLUENCE OF COVID-19

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The COVID-19 pandemic affected the development of innovative marketing measures by medical institutions. Social Media Marketing is one of the most significant tools in the healthcare market, which was used before the pandemic and gained even more popularity during it [1]. According to recent data, the use of social media has increased significantly during COVID-19 due to people working from home and spending significant time and financial resources online and on social media. Therefore, medical businesses have sought this as a marketing option and created social media accounts to make it easier for customers to contact medical companies and inquire about products and services. In addition, customers can order multiple goods and services and have them delivered to their homes via social media platforms. This initiative was imperative given that people were encouraged to reduce unnecessary movement and physical interaction with other people, increasing their chances of contracting the virus. Paid advertising has also proven to be an effective marketing strategy during the COVID-19 pandemic. Millions of people worldwide use popular sites such as Facebook, Twitter, Instagram and YouTube. For example, the World Health Organization uses these frequently visited sites to provide information on preventive measures for COVID-19 and has used them to inform the public about a developed vaccine. Also, other companies use these paid ads to promote their products and attract many customers [2]. Hence, paid advertising has positively impacted the medical business and therefore has provided stability for the companies. The development of adapted websites for medical institutions was significant during the COVID-19 pandemic to exchange information related to the treatment and prevention of diseases. The goal of medical institutions was to develop sites that can respond quickly to user requests to provide their customers with medical services and products, increasing loyalty and reliability. Branding and advertising styles have also changed during COVID-19 to make customers aware of the variety of services offered by healthcare businesses. Healthcare businesses have developed innovative strategies to promote their brands, with most people confined to their homes during the COVID-19 pandemic. This change has created a need for partnerships between healthcare businesses and other companies. For example, one can see several healthcare companies indirectly promoting themselves on products such as cereal boxes or milk cartons that are commonly used by households. In addition, medical institutions have tended to improve the quality of service delivery to create a positive brand for themselves and improve the perception of their companies. Branding innovation helped medical companies grow and kept them afloat during the COVID-19 pandemic. In addition,

medical enterprises have actively used virtual doctors, who played the role of a kind of representatives of doctors or hospitals through calls or via e-mail. Their duty as representatives is to refer to doctors or medics of various specialties. By referring patients to these healthcare facilities, these companies could meet their customers' needs, which in turn ensured the stability and growth of their businesses. Therefore, hiring physician relations specialists or physician relations managers has helped many healthcare businesses stay competitive during the COVID-19 pandemic.

COVID-19 has forced companies worldwide to change many of their marketing plans and tactics overnight, as trade shows, conferences and events have been canceled for almost everyone. Healthcare marketers were in a crisis, but webinars provided a new tactical opportunity. All scientific medical activities were transferred to an online format for continuing medical education in the form of webinars after the declaration of a pandemic by COVID-19. The response of most medical specialties to the rapid and unexpected shift from traditional face-to-face meetings to webinars was incredible, as webinars were an excellent alternative for future discussions and recommendations. New marketing strategies developed during the COVID-19 pandemic have significantly impacted healthcare systems [3]. One of the most important impacts of recent innovations is increasing public involvement in various aspects of health care. People can now search for information and post queries on social media platforms and various internet sites. All these online platforms and social networks have significantly increased the interaction between healthcare systems and customers. In addition, through social media and website platforms, health systems can inform the public about various medical advances made by health systems. As a result of these new marketing strategies, the general public has been successfully involved in many medical aspects, opening the way for people to discover new things about the healthcare sector.

Analyzing the listed marketing tools that have developed under the influence of COVID-19, it can be argued that these innovations have proven effective and can be implemented permanently soon.

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3. Vasilyeva, T., Kuzmenko, O., Kuryłowicz, M., & Letunovska, N. (2021). Neural network modeling of the economic and social development trajectory transformation due to quarantine restrictions during COVID-19. *Economics and Sociology*, 14(2), 313-330.

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