

INNOVATIVE MARKETING TOOLS FOR PREVENTION THREATS IN THE HEALTH SECTOR¹

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Due to the COVID-19 pandemic in 2020-2021, the field of public health has experienced a significant strain. Ministers of health and delegates from 53 World Health Organization member countries adopted the first-ever Regional Action Plan in digital health. Its main goal is to promote the digital transformation of medicine in the European region and Central Asia. This plan recognizes digital tools' critical role and potential in the health sector, particularly experiencing COVID-19. It envisages the widespread use of telemedicine and artificial intelligence (European countries, 2022). The following trends can characterize the state of affairs in the health care: due to quarantine measures, a significant number of patients stopped visiting doctors directly in medical institutions, which caused a drop in the volume of purchases of prescription drugs; digital marketing in the health care has undergone considerable development; more active use of social media platforms to maintain communication with clients of medical institutions; the growing popularity of the concept of social responsibility in the field of medical institutions; activation of telemedicine with the consultation of doctors by e-mail or through mobile communication with the patient (according to (Sventickyte, 2022) 88% of those patients who used such services answered in the survey that they want to continue using telemedicine services for consultations, which does not require direct medical intervention (operations, procedures, etc.)). (Mrabet et al., 2022; Probst & Kasztelnik, 2020; Rajan, 2018; Kraft, 2021; Gallo et al., 2019; Druzhynina et al., 2018; Kyrychenko et al., 2018; Antosova et al., 2019; Mohsen et al., 2018; Vasylieva et al., 2020; Letunovska et al., 2020; Oteh et al., 2021; Serpeninova et al., 2020; Lazorenko et al., 2021; Kyslyy et al., 2021) analyzed various aspects of innovativeness in the health care sector in their research. The authors of (10 healthcare, 2022) noted that the aggregate annual growth rate of the telemedicine market reached 21.4% in 2021. Various digital health startups (e.g., Healables) are offering AI-enabled developments for remote healing through the synergy of technologies to work with the patient's body, promoting positive thoughts and successful marketing, promoting the formation of human habits for healthy lifestyles and productive behaviors. A clear example is an innovation on the market that is becoming increasingly widespread, especially in

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countries with arid climates – motivational water bottles that encourage their users to drink enough water to prevent diseases and ill health. Another example is door-to-door medicine delivery services (an exciting innovation is the Ukrainian Internet service "Liki24". It is an aggregator for the search and delivery of medical drugs). It is not a pharmacy (because it does not sell anything) but an intermediary to whom the user gives the task of going to the pharmacy, buying medicines, and bringing them. And, for example, in the USA, unlike in Ukraine, online pharmacies are allowed. Such services as "NowRx" and "Capsule" are representatives of a new type of online pharmacy that deliver medicines directly to the homes of customers (Marketing in, 2021). Another innovative marketing tool is virtual doctors' recordings that are implemented to promote medical clinics (in such recordings, doctors and medical institutions are presented through story retailing, vlogs, video presentations, etc.). In Ukraine, a well-known example of video distribution, which gained particular popularity during the COVID- 19, became a children's doctor E.O. Komarovsky with a school that was actively distributed in open access "Doctor Komarovsky's School").

Modern marketing of medical institutions can be characterized by combining four components (Fig. 1): digital tools, creative marketing, an increasingly high level of consumerism, and post-pandemic marketing. All parts are adjacent to each other and complement each other.

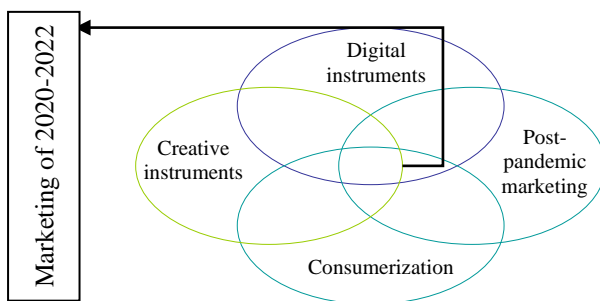


Figure 1 – Components of modern marketing in the public health system

As for marketing product policy, European manufacturers are massively interested in developing new products. Growing demand for health and nutrition products, along with changing dietary habits, environmental concerns and sustainability factors, are driving the growth of the European alternative foods market. Europeans are health conscious and often check the ingredients on food labels before purchasing (Shkarupa, 2020). This high level of education stimulates

their demand, for example, in the food sector for lactose-free or reduced-lactose products, low-calorie and low-fat products.

Since the pandemic, approaches to the promotion of medical products and services have changed regarding the modernization of marketing strategies. For example, you can see when representatives of the medical business advertise themselves on products of daily household consumption (breakfast mixes, milk packets), because advertising there can reach a target audience and reach a wide range of target consumers (Brandari, 2018). Discounts and other forms of promotion of medical products also take place in 2020-2022 due to the significant importance of "word-of-mouth" marketing in this area. Through special offers on services and products, health businesses attract new customers and retain existing ones. Significantly changed moods in Ukrainian society since the beginning of hostilities in 2022 led to the emergence of many projects that combine humanitarian and medical goals. For example, the Glovo company has made available throughout Ukraine in the application of the same name the chat "Health" with options for ordering online medical consultations: an informational opportunity with contact numbers of doctors who provide free consultations and a chance for online consultations (Sudolskyi, 2022).

Thus, the healthcare sector has a high innovation potential. In particular, in the marketing system, medical services and goods permanently modernize marketing and a set of tools for working with the target audience – existing, new and future customers (Vasilyeva et al., 2021; Letunovska et al., 2021). Health care crises and so-called health risks associated with such dangers as COVID-19 cause a significant reorientation and modernization of marketing policy measures taken at various health system levels. As a result, society and business circles receive a kind of advantages and invaluable experience of working under different conditions of market functioning.

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