



Impact and Challenges of Digital Marketing in Healthcare Industries during Digital Era and Covid-19 Pandemic

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Abstract - The purpose of this study is to analyze the impact and challenges of digital marketing in health care industries during the digital era and covid-19 pandemic. The research method is a literature review. Search literature in this literature review using a database in the form of Google Scholar / Google Scholar, Biomed Central, NCBI, and Proquests. After the articles were collected, the researchers grouped a number of articles that had been obtained based on the relevance of digital marketing topics. The articles that are prioritized revolve around the last 5 years of research, but if there is knowledge or discussion that has not changed, it will be expanded to become articles with the last 10 years of research. Critical appraisal is a journal analysis process that is used as a theoretical basis regarding the differences, similarities and shortcomings of the journals used. Journals are reviewed to select journals of measurement results that are appropriate to the topic. From searches that have been done on Google scholar from 2019 to 2022 that meet the research topic. The data used in this study is secondary data which means not from direct observation, but obtained from the results of research that has been carried out by previous researchers. Sources of secondary data obtained in the form of journal articles about research variables. The results of the analysis show that the impact of digital technology marketing has had a tremendous impact, namely increasing more engagement on social media and marketing, Key Performance indicators analyzing organizational values, growing demand for more digital, growing product searches among users, increasing demand for platforms Content, and this is demonstrated in many companies and organizations. During the COVID-19 pandemic, digital marketing has hit its growth charts and has made gains in technology around the world. Digital marketing in hospitals during this pandemic is a marketing strategy that has many benefits, namely it can attract new patients, expand business, increase customer/patient trust, strengthen customer/patient loyalty, increase brand awareness, encourage patients to use hospital services and promote it to other patients and family.

Keywords: Digital Marketing, Health Care Industries, Digital Era, Covid-19, Pandemic, Hospital, literature review

Introduction

According to Arni and Laddha (2017) The healthcare industry is currently under great pressure due to the emergence of COVID-19. The COVID-19 pandemic has had devastating effects on the global economy, industry and organizations, affecting marketing and spending strategies. Due to the total lockdown in various regions, digital marketing is very important because traditional marketing strategies are no longer working. There are many quarantine patients at home and there are also concerns about the potential for contracting COVID-19, so people choose not to reach health care facilities, either clinics



or hospitals, resulting in a decrease in the volume and income from prescribing drugs in 2020. Khan and Nawaz (2021) Use of marketing strategies Digital has increased over the years, and spending on such plans has also increased. The COVID-19 pandemic accelerates the growth rate of digital marketing in the health industry and is expected to increase the return of direct visits and patient telemedicine to hospitals both so that hospital revenues also increase.

The development of the Internet, the World Wide Web and digital technologies such as technology platforms from desktops, laptops, smartphones and tablet devices used by consumers has changed marketing. Patients, convinced that they are consumers of health services and products, are increasingly using the internet or other digital technologies to find the right information, then a more convenient way to select and buy those goods or services. For organizations like hospitals especially during the COVID-19 pandemic conditions, digital media and new technology platforms provide opportunities to expand into new markets, offer new services, apply for new online communication techniques and compete on a more equal footing with larger businesses. According to Arni and Laddha (2017); Al-Weshah et al. (2021) found that most consumers searched online for information about treatment options or more generally to learn about health problems or health care providers. Digital marketing can simply be defined as achieving marketing goals through the application of technology and digital media. Hospital use of digital technology increased by 50% to reach healthcare consumers. According to de Ruyter et al. (2018); Khan and Nawaz (2021) 48% of healthcare provider executives see revenue growth as a key benefit of digital investment. Today, consumers are looking for a stress-free and trustworthy user experience. With the advancement of technology, the demand for innovative healthcare applications has increased. Thus, the implementation of health marketing strategies on digital platforms will lift the health sector to grow.

Method

The research design used is the Literature review method. The use of this method is related to the Covid-19 pandemic situation which limits researchers in collecting data. Literature Study is a research conducted by researchers by collecting a number of books, magazines related to the problem and research objectives. This technique is carried out with the aim of revealing various theories that are relevant to the problems being faced/researched as reference material in the discussion of research results. Literature reviews can be carried out from several sources, such as national and international journals, such as using three databases (BASE, Science Direct, and Neliti) and the relevant textbook or handbook regarding the research results.

Search literature in this literature review using databases in the form of Google Scholar / Google Scholar, Biomed Central, NCBI, and Proquest. After the articles were collected, the researchers grouped a number of articles that had been obtained based on the relevance of the topic of food hygiene, sanitation and food quality in tourist attractions. In addition to topics, researchers also group articles based on the year of research. The articles that are prioritized revolve around the last 5 years of research, but if there is knowledge or discussion that has not changed, it will be expanded to become articles with the last 10 years of research. Critical appraisal is a journal analysis process that is used as a theoretical basis regarding the differences, similarities and shortcomings of the journals used. Journals



are reviewed to select journals of measurement results that are appropriate to the topic. From searches that have been done on Google scholar from 2019 to 2022 that meet the research topic. The data used in this study is secondary data which means not from direct observation, but obtained from the results of research that has been carried out by previous researchers. Sources of secondary data obtained in the form of journal articles about research variables.

Discussion

Digital methods can promote medical services in order to expand the business. The strategic way of thinking in this case implies attracting new patients and offering them quality health services, which ensures satisfaction and the possibility for them to recommend further health facilities. This is consistent with the data from Mishra that digital marketing increases satisfaction, loyalty, and patient engagement with hospital services. According to Wijayaa et al. (2021); Wisetsri et al. (2021) that one of the benefits of digital marketing is to expand the brand/business online. The results of a study in Bangladesh stated that in order to collect information about doctors, people rely on hospital websites because it is the most accurate and up-to-date source of information, and collect information posted on social media such as Facebook groups. Before making a decision to visit a health service, people research about health care professionals and share reviews about their experiences so that it can be useful for patients in the future. Many people go to hospitals or doctors websites for reviews, use Google reviews to examine and share medical experiences, and a large number of people almost use social media platforms to share their experiences.

Content marketing has a positive impact on factors such as customer engagement, trust and loyalty. In comparison, content marketing was found to be more effective at persuading customer loyalty compared to trust and loyalty. Furthermore, customer trust in a brand has a strong positive relationship with loyalty. Moreover, a positive effect of customer engagement on trust has also been found. Digital marketing increases patient satisfaction, loyalty, and engagement with hospital services. According to Savitri et al. (2022); Tanchaoenwong (2018); Qian et al. (2018) that one of the benefits of digital marketing is that it can be closer to consumers. Hospitals should adopt a multi-channel content marketing approach to take full advantage

According to Nunan, D., & Di Domenico, M. (2019); Purcarea (2019); Purwanto (2022); Pourkarim et al. (2022) Its effects and barriers are something for management during COVID-19. Digital marketing strategy is adopted to manage work online and persist with safety precautions. Technology brings both negative and positive impacts to society. However, during the pandemic, digital marketing tools and management are still effective and helpful in moving normal life like the new norm. Digital marketing has gained a lot of advantages in terms of online businesses, small or large entrepreneurs to excel also in the advertising market do well.

According to Savitri et al. (2022); Tanchaoenwong (2018); Qian et al. (2018); Wijayaa et al. (2021); Wisetsri et al. (2021) Several challenges and barriers to the use of social media in hospital digital marketing, which make health services lag behind the industry in digital marketing, include security issues, patient privacy, regulatory issues, lack of guidance on how to use digital platforms properly, lack



of interest staff to use social media or the right infrastructure to respond to complaints, unclear responsibilities for various internet marketing activities, so commitment and consistency are needed from management because the use of digital technology requires adequate resources in terms of finance, infrastructure and manpower to can be most effective. Conducted through an experimental approach rather than a planned approach to using electronic communications, with poor integration of online and offline marketing communications.

These advantages can be obtained by digital marketing :

1. Boost Sales

The practice of digital marketing according to experts also has great benefits in the form of boosting sales or increasing profits. . Content or information contained in a platform can act like a salesperson who works non-stop or a store that never closes. How to increase market reach is also another reason why sales can be increased because the target consumer is no longer geographically limited.

Online business people can even benefit without having to open a shop or have products thanks to dropship or reseller schemes. This means that there are so many opportunities that can be obtained from digital marketing practices.

2. Save Cost

One of the main advantages of digital marketing is that it is cost-effective. This is because most platforms that can be used for marketing practices in the digital era are free. In addition, there are many digital marketing skills or tricks that you can learn and do yourself, so you don't have to pay extra to pay for consultants or use the services of other parties. The cost requirements that will be part of digital marketing practices have generally become part of asset procurement and business operational costs in general. A smart phone or smartphone can be a reliable tool and asset to practice digital marketing.

The reduced cost of promotion and imaging or branding can also have an impact on the amount of profit that can be obtained. In addition there are more resources that can be used for other commercial purposes.

3. Wide Range of Global Scale

One of the wonders that internet technology does is shrink the world. Of course, this does not happen literally, but the barriers that used to separate mankind such as distance or national borders are becoming increasingly erased thanks to internet technology that connects users from all over the world in almost real-time. Business people in location A can get consumers in location B who are geographically far away or separated. Technology enables an open global market and digital marketing allows businesses to utilize it effectively.

4. Accurate and Targeted

Another benefit and at the same time the advantage of digital marketing is that it is right on target. How smartphone user information is collected to bring up specific profiles allows businesses to target consumers precisely. Information about gender, age, product preferences and even mobility can be collected using data obtained from a smartphone. Based on these criteria, digital marketing practices can accurately target specific target consumers. Smartphone users often find product advertisements appearing after searching for or visiting business people who sell similar products. This can happen



because smartphone user profiles have been mapped accurately using computational algorithms and adapted to the needs of advertisers who target consumers with the same profile.

5. Increase Engagement with Consumers

Another benefit that can be obtained from digital marketing practices is two-way communication between business people and consumers or target consumers. This two-way communication that can be done directly not only allows business people to detect and describe market tastes, but also increases good relationships or positive engagement with consumers. This good relationship cannot be underestimated because it can be an important asset that becomes a differentiating factor when potential consumers choose products with similar specifications and prices that are also the same or almost the same. The emotional connection that exists can lead consumers to choose products belonging to business people who have been in a relationship or engagement even though only through cyberspace. Those are some of the benefits of digital marketing according to experts that can be obtained by business people who are able to use it effectively and efficiently. Digital marketing is the fruit of the development of digital technology that changes the way of life and the way of interaction of modern humans.

Conclusion

The impact of digital technology marketing has a tremendous impact, namely increasing more engagement on social media and marketing, Key Performance indicators analyzing organizational values, growing demand for more digital, growing product searches among users, increasing demand for platforms Content, and this is demonstrated in many companies and organizations. During the COVID-19 pandemic, digital marketing has hit its growth charts and has made gains in technology around the world. Digital marketing in hospitals during this pandemic is a marketing strategy that has many benefits, namely it can attract new patients, expand business, increase customer/patient trust, strengthen customer/patient loyalty, increase brand awareness, encourage patients to use hospital services and promote it to other patients, relatives and family. The selection of methods or channels for digital marketing depends on the goals or targets to be achieved by the hospital. After determining the goals of digital marketing, the hospital determines the choice of methods or digital media channels that will be used, then determines the goals, targets and objectives to be achieved from each of the selected media, analyzes the situation and audience/market share, determines the budget and marketing frequency. Furthermore, for its implementation, it is necessary to determine who will carry out the marketing strategy that has been chosen, and monitoring and evaluation of each digital marketing strategy that has been implemented must be carried out so that the hospital can achieve its goals or targets effectively and efficiently.

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