

Role of Marketing to Improving Health Care Sectors Applied on Weqaya Specialized Hospital

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ABSTRACT

Background: Healthcare marketing has evolved into a strategic discipline essential for enhancing institutional visibility, improving patient engagement, and fostering service utilization. Unlike conventional industries, marketing in the healthcare sector must navigate complex ethical, legal, and emotional considerations, while promoting services in a socially responsible manner. The growing competition among healthcare providers, alongside increasing patient expectations and the rapid integration of digital technologies, has intensified the need for targeted, evidence-based marketing strategies.

Objective: This study aimed to explore the impact of healthcare marketing on key performance outcomes such as patient satisfaction, service accessibility, organizational efficiency, and brand trust.

Methods: Through a comprehensive review of current literature (2020–2025), the thesis identified the principal components of healthcare marketing (digital engagement, brand positioning, community outreach, and ethical compliance) and evaluated their role in shaping the patient experience and institutional growth. Particular emphasis is placed on marketing's role in patient education, preventive care promotion, and operational sustainability.

Conclusion: By synthesizing theoretical frameworks and recent empirical findings, the study proposed a structured understanding of how marketing influences the healthcare ecosystem beyond commercial objectives. The research concluded with strategic recommendations for healthcare leaders to align marketing practices with ethical standards, institutional goals, and patient-centred values.

Keywords: Healthcare marketing, Ethical marketing, Patient satisfaction, Strategic planning, Health services management.

INTRODUCTION

In today's healthcare context, marketing has emerged as a critical strategic role that contributes to the sustainability and efficacy of service delivery. Healthcare marketing, once viewed as incompatible with medicine's ethical and humanitarian ideals, has evolved into a legitimate and important strategy for increasing patient communication, promoting service accessibility, and strengthening institutional reputation ⁽¹⁾. As patients become more knowledgeable, digitally active, and service-oriented, healthcare organisations must implement marketing strategies that not only attract patients but also develop trust, foster loyalty, and address community needs ⁽²⁾.

The growing complexity of healthcare systems, along with rising competition, altering patient expectations, and the rapid growth of digital technologies, has driven healthcare institutions to adopt marketing as a value creation tool. Marketing allows organisations to effectively position themselves in a dynamic and patient-centric environment through branding, digital outreach, personalised communication, and instructional programs ⁽³⁾. Furthermore, during and after the COVID-19 pandemic, strategic marketing played a more prominent role in crisis communication, telemedicine promotion, and public health awareness ⁽⁴⁾.

Unlike traditional commercial industries, healthcare marketing is subject to strict regulations and ethical considerations. Healthcare marketers must strike a balance between promotional goals, social responsibility, patient privacy, and informed consent ⁽⁵⁾.

Thus, good healthcare marketing not only increases institutional awareness, but also promotes public trust, preventive care, and better health outcomes.

This study investigated the complex impact of marketing in healthcare services, with an emphasis on how marketing techniques affect patient behaviour, service utilisation, and organisational performance. The aim of the study was to investigate and assess the impact of marketing tactics on healthcare organisation performance, patient engagement, and service delivery. Additionally, to determine how successful healthcare marketing can improve institutional visibility, patient satisfaction, ethical behaviours, and overall operational efficiency.

OVERVIEW OF HEALTHCARE MARKETING

Healthcare marketing is a dynamic and patient-centered discipline aimed at connecting healthcare providers with their target audiences, promoting services, and ultimately improving health outcomes. Unlike traditional marketing, which often focuses on promoting products, healthcare marketing emphasizes education, trust, and transparency. It seeks to empower patients with accurate and accessible information while highlighting the unique value of healthcare providers. This approach not only attracts new patients but also fosters long-term relationships, ensuring patient loyalty and satisfaction ⁽¹⁾.

In the modern healthcare landscape, marketing plays a critical role in addressing industry challenges

such as increasing competition, evolving patient expectations, and accessibility gaps. Marketing strategies enable healthcare organizations to differentiate themselves by showcasing their specialized services, innovative technologies, and patient success stories. For instance, targeted campaigns on preventive care and wellness can encourage early intervention, reducing the burden on healthcare systems and improving population health ⁽¹⁾.

The rise of digital platforms has transformed healthcare marketing, enabling providers to reach a broader audience more efficiently. Tools such as search engine optimization (SEO), social media marketing, and telehealth promotion have become essential in making healthcare services more visible and accessible ⁽³⁾. Healthcare marketing is not just about attracting new patients; it is about fostering trust and building a positive reputation. In an industry where patients rely heavily on recommendations and reviews, effective marketing campaigns prioritize transparency and credibility. Sharing patient testimonials, publishing outcomes data, and responding to feedback are key strategies for building trust. Studies have shown that 85% of patients are more likely to choose a healthcare provider with a strong online presence and positive reviews ⁽⁴⁾.

Furthermore, healthcare marketing promotes equity and accessibility by targeting underserved populations and addressing barriers to care. Marketing campaigns tailored to specific demographics or delivered in multiple languages ensure inclusivity and broaden access to services. For instance, a clinic targeting Spanish-speaking populations through bilingual campaigns increased its appointments by 50% ⁽²⁾.

As healthcare evolves, marketing continues to play an essential role in shaping patient-provider relationships, improving access to care, and enhancing patient outcomes. This paper explored the types of healthcare marketing, their impact on the healthcare sector, and the ethical considerations involved, providing a comprehensive understanding of how marketing drives success in modern healthcare systems ⁽¹⁾.

1- Healthcare marketing goals:

Healthcare marketing objectives are critical for any organization looking to succeed in the competitive healthcare sector. The key goals are frequently to recruit new patients, retain existing ones, and improve the overall patient experience ⁽⁶⁾. To achieve these objectives, healthcare providers must develop a strong brand identity that resonates with their target audience. This requires developing a comprehensive marketing strategy that includes digital marketing, social media participation, and community involvement. Furthermore, cultivating patient loyalty is critical, which may be accomplished through personalized communication, instructional content, and superior service delivery ⁽⁷⁾. Healthcare organizations

may increase patient happiness while also encouraging referrals, which are critical for growth. Furthermore, monitoring the success of marketing activities using analytics and patient feedback is required to fine-tune plans and guarantee alignment with organizational objectives ⁽⁸⁾. Overall, a well-defined healthcare marketing plan promotes the organization while also contributing to improved community health outcomes ⁽⁹⁾.

2- Key categories for mapping out healthcare marketing goals:

Financial goals: To gain a sense of the financial health of your practice, look back over the previous two years. Upon gaining a comprehensive understanding of your existing circumstances, establish attainable objectives for this year. As an example, if you have been bringing in an average of 35 new patients each month, increase that figure to 45 and consider how you will draw in new patients ⁽²⁾.

Staffing goals: Examine your personnel turnover rate, training and development requirements, ways to increase employee happiness, retirement or incentive plans, compensation evaluations, and employee manual updates to make sure they align with your operations ⁽⁴⁾.

Physical surroundings goals: Examine your workspace, including the waiting area. What is required to improve your office's décor? Ask employees for their opinions on how to prioritize your list of potential workplace décor upgrades ⁽²⁾.

Patient satisfaction goals: Do your patients feel satisfied with the treatment and assistance you offer? Consider using a patient satisfaction survey to gauge your goals for patient satisfaction. You can establish objectives to decrease wait times, increase referrals from current patients, decrease billing mistakes, and provide flexibility in the appointment schedule ⁽³⁾.

For medical professionals who lack formal training in the performance criteria that distinguish an excellent practice from an ordinary one, goal-setting is especially beneficial. Every practice will have distinct goals based on the doctor's vision after learning the goal-setting process ⁽¹⁾.

When setting the groundwork for success, all practices can benefit from three basic objectives:

- A. Increase revenue:** There are several strategies to enhance your practice revenue, but one of the easiest is to concentrate on the current sales process. Consider how much money your practice is losing as a result of poor lead management and follow-up. According to statistics, in the average practice, about half of leads are lost owing to poor management ⁽³⁾.
- B. Improve patient engagement:** It is well recognized that satisfied patients generate more recommendations and repeat business, which can help you achieve your financial objectives.

Increasing contact with current and future patients is a great strategy to boost satisfaction. Patient evaluations are an excellent approach to assess progress toward this aim. Patient involvement will keep your practice in the minds of both potential and current patients ⁽¹⁾.

- C. Reduce marketing expenses:** Most practices approach marketing blindly, advertising their services across all channels and platforms without measuring results. This may result in a significant waste of advertising cash that may be better spent elsewhere. You must commit to prioritize quality over quantity in your promotional plan. It is critical to know which channels are generating the highest discussion rate ⁽¹⁾.
- D. Get more patient reviews:** Online reviews are a major source of worry for most medical professionals. However, doctors simply cannot afford to ignore internet reviews given the proliferation of third-party review sites like Vitals, Yelp, and Health Grades ⁽⁴⁾. Be careful to manage your internet reputation in a proactive manner. Making sure there are more positive internet reviews than unfavorable ones is your greatest protection against them ⁽²⁾.
- E. Automate key processes:** For this year and the next years, commit to quit spending time, energy, and resources on repetitive jobs that can be automated. When the workflow is automated, there are likely to be fewer errors, and your administrative personnel will have more time to focus on important tasks, such as enhancing patient experience and delivering exceptional care ⁽⁴⁾.
- F. Search for innovative marketing opportunities:** Consider using several strategies to boost the brand image of your medical practice. Look for strategies to express professionalism, ethics, value, and care to your prospective and existing patients ⁽²⁾.

HEALTHCARE MARKETING PLAN

A marketing plan assists you in developing and implementing a strategy for promoting and growing your business over time. In the medical business, your healthcare marketing plan will establish your marketing strategy and explain how you will reach your organization's goals and objectives ⁽⁴⁾.

A well-developed healthcare marketing strategy serves as a road map for executing and measuring marketing initiatives over a certain period of time, often one calendar year. It encompasses various marketing channels, is highly segmented, and employs both online and offline approaches to increase engagement ⁽⁴⁾.

A) A healthcare marketing plan promotes healthcare brand visibility: Healthcare organizations may now contact a larger number of potential customers than ever before. To accomplish so, you'll need a solid healthcare marketing strategy to promote your company and attract the relevant individuals to your brand.

Effective medical marketing requires consistent message and an identifiable brand identity (e.g., logo, colors) across both online and offline domains. This promotes brand recognition and increases patient trust ⁽¹⁾.

B) A healthcare marketing plan provides a competitive advantage: Creating a robust healthcare marketing strategy provides your company an advantage over rivals that see digital marketing as an afterthought. By devoting effort up front to developing and documenting your strategic plan, you'll know exactly what methods to use and how to monitor progress throughout the year ⁽¹⁾.

C) A healthcare marketing plan increases the patient base of your practice: Patients are more inclined to transfer healthcare providers if they are dissatisfied with their experience, including online. Meet prospective patients where they are and provide a positive experience that allows them to learn more about you and arrange an appointment. According to Google, 75% of consumers use their smartphones to research healthcare providers. Make sure your healthcare marketing strategy clearly describes how you intend to reach out to those patients as they look for new providers ⁽²⁾:

1-Objectives of healthcare marketing services: Healthcare marketing services is essential for connecting healthcare providers with their patients, improving service delivery, and fostering long-term trust. The objectives of healthcare marketing go beyond patient acquisition, focusing on education, engagement, reputation management, and improved access to care.

2-Marketing ethics for healthcare: The rapid advancement of digital and AI-driven healthcare marketing presents intricate ethical and legal dilemmas. Key issues encompass safeguarding patient confidentiality, guaranteeing transparency in data-centric approaches, averting deceptive advertising techniques, and addressing conflicts of interest. Recent research highlights that, in the absence of stringent control, these developments may jeopardise patient trust and professional integrity. Recent studies emphasise the necessity of explicit agreement, stringent adherence to data protection regulations, and substantial transparency in AI applications ^(5, 10).

3- Ethical considerations for marketing in healthcare: Marketing in the healthcare sector is uniquely challenging due to the sensitive nature of the services provided and the vulnerabilities of patients. Ethical considerations are paramount to ensure that marketing practices do not exploit these vulnerabilities or compromise patient trust. Here are some key ethical considerations for healthcare marketing:

A- Data privacy and informed consent: Digital marketing relies on gathering and processing sensitive patient data, but regulatory safeguards remain fragmented. Haritha *et al.* ⁽⁵⁾ emphasise that digital health marketing must prioritise privacy,

permission, and legal compliance many apps do not follow to standards such as HIPAA and GDPR. The authors emphasise that informed consent must be ongoing and adaptable to changing technological circumstances.

- B- Transparency and explainable AI:** AI-powered personalisation creates opacity, which might diminish trust. **Witkowski *et al.*** ⁽¹⁰⁾ observed that patients usually accept AI for administrative chores, but are concerned about losing the "human touch" in clinical contacts. This highlights the necessity for clear and explainable AI systems. Similarly, ScienceDirect ⁽¹¹⁾ highlights the ethical importance of explain ability in ensuring fairness and safety in AI-powered healthcare.
- C- Algorithmic bias and equity:** AI systems that are trained on biased data run the risk of perpetuating health inequities. According to research, unbalanced algorithms may reduce the quality of care for under-represented groups ⁽¹¹⁾. Furthermore, **Weiner *et al.*** ⁽¹²⁾ emphasise the importance of fairness, openness, and ongoing stakeholder involvement in reducing bias in real-world clinical AI implementation.
- D- Accountability and liability:** Who is accountable for AI errors? BMC Informatics and Decision Making analyses the "responsibility attribution" conundrum, emphasising that while AI is today considered as a tool, future autonomy may necessitate new legal frameworks for allocating culpability (bmccmedinformdecismak.biomedcentral.com). The "ordinary evidence model" also discusses challenges in establishing professional and legal accountability in algorithm-guided conclusions ⁽¹³⁾.
- E- Ethical principles (autonomy, beneficence, non-maleficence & justice):** According to Wikipedia's most recent overview ⁽¹⁴⁾, ethical AI in healthcare must follow four fundamental principles: Autonomy (control over personal data), beneficence (maximising benefit), nonmaleficence (avoiding harm), and justice (ensuring fair distribution of treatment). According to BMC Med Ethics, preserving patient-centred connections is crucial, and AI should aid—rather than replace—the therapeutic bond.
- F- Compliance with ethical standards:** Healthcare organizations should adhere to established ethical standards and guidelines set forth by professional bodies, such as the American Medical Association (AMA). These standards emphasize the importance of maintaining the dignity of the profession and avoiding practices that could be seen as exploitative or unprofessional ⁽¹⁵⁾.

COMPONENTS OF HEALTHCARE SERVICES MARKETING

Healthcare services marketing is a complicated and comprehensive discipline that differs greatly from

traditional product marketing due to the intangible, diverse, and highly personal nature of healthcare delivery. The widely established 7Ps framework—Product, Price, Place, Promotion, People, Process, and Physical Evidence—has been tailored to the healthcare sector's particular service features ⁽¹⁶⁾.

1- Product (healthcare service offering): In healthcare, the product includes both core services (diagnosis, treatment, and surgery) and additional services (health education and wellness programs). Unlike actual items, healthcare services are frequently complicated, experience-based, and difficult for customers to assess before use. **Ravangard *et al.*** ⁽¹⁷⁾ discovered that the perceived quality of medical staff and the availability of specialised services were the most influential factors in patient selection, especially in teaching institutions. As a result, hospitals must constantly adjust their service portfolio to meet patient requirements and expectations while assuring reliability, accessibility, and outcome efficacy.

2- Price: Pricing strategies in healthcare must strike a compromise between institutional sustainability, ethical requirements, and patient affordability. Price sensitivity is especially important in low- and middle-income nations, where out-of-pocket expenses account for a large portion of healthcare financing. **Jalili *et al.*** ⁽¹⁸⁾ discovered that price was a major factor in hospital selection in Iranian public and private hospitals, particularly among uninsured patients. **Siripipatthanakul and Chana** ⁽¹⁶⁾ found that in Saudi clinics, price had a smaller effect on patient satisfaction, implying that perceived value may trump cost considerations in higher-income environments.

3- Place (distribution and access channels): Place in healthcare refers to the location and delivery channels through which patients receive care. This comprises not only physical infrastructure, such as hospitals and clinics, but also virtual platforms, such as telemedicine, mobile health (mHealth) apps, and online appointment scheduling. **Agarwal *et al.*** ⁽¹⁹⁾ found that patients increasingly choose providers who offer flexible, multichannel access to care. Furthermore, in areas with geographic or infrastructural constraints, such as rural Egypt, place strategy is critical in maintaining fairness and continuity of care.

4- Promotion: Promotion refers to all communication efforts intended at informing, educating, and convincing target audiences. In healthcare, examples include public health campaigns, digital advertising, physician referrals, and community outreach. While promotional methods were formerly underutilised in healthcare, they have acquired relevance in competitive health markets. **Ravangard *et al.*** ⁽¹⁷⁾ found that promotional activities were the least developed part of hospital marketing in Iran. In contrast, research from private clinics in the Gulf region reveals that digital campaigns and social proof—such as patient testimonials and online reviews—significantly increase institutional exposure and trustworthiness ⁽¹⁶⁾.

5- People: The people component encompasses all healthcare service providers, including clinical professionals, administrative employees, and support workers. Given the service-oriented nature of healthcare, human interactions have a significant impact on patient satisfaction. **Abedi *et al.*** ⁽²⁰⁾ concluded that compassionate communication and cultural competence are important determinants of patient loyalty. Furthermore, training programs targeted at boosting service quality, empathy, and responsiveness are critical for differentiating healthcare organisations in highly competitive marketplaces ⁽²¹⁾.

6- Process: In healthcare marketing, processes refer to the methods and procedures utilised to provide services in an efficient and consistent manner. These include appointment scheduling, patient registration, triage, clinical pathways, discharge planning, and follow-up care. **Ravangard *et al.*** ⁽¹⁷⁾ found process quality as one of the most closely associated aspects to overall patient satisfaction. The incorporation of digital health technology, such as automated appointment systems and AI-based triage tools, has enhanced process efficiency and patient experience in many healthcare systems around the world ⁽²²⁾.

7- Physical evidence: Physical evidence signals quality and professionalism in healthcare services, which are intangible. Tangible cues include hospital design, cleanliness, staff attire, printed documents, and the user experience of digital platforms. **Siripipatthanakul and Chana** ⁽¹⁶⁾ discovered that physical environment characteristics, such as interior design and equipment quality, were strong predictors of happiness among outpatient clinic patients. As a result, healthcare providers must use their physical environment as a strategic branding tool to influence patient perceptions.

8- Community engagement: Building relationships within the community can enhance brand loyalty. This can be achieved through Health Fairs and Workshops: Participating in or hosting community health events can increase visibility and foster trust among potential patients ⁽²¹⁾.

In summary, the benefits of healthcare services marketing are multifaceted, impacting patient acquisition, retention, brand reputation, community engagement, and overall operational efficiency. By investing in effective marketing strategies, healthcare organizations can enhance their service delivery and foster stronger relationships with patients and the community ⁽²³⁾.

The Role of Healthcare Marketing in Enhancing Patient Engagement and Institutional Reputation

In a more competitive and patient-centred healthcare environment, effective marketing tactics are critical for increasing engagement, developing trust, and shaping institutional reputation. Healthcare marketing has evolved beyond just promoting services to play a strategic role in influencing patient behaviour, expectations, and loyalty ⁽²⁴⁾. As patients become

increasingly involved in their healthcare decisions, providers must transition from traditional transactional communication to interactive, personalised, and ethical marketing tactics ^(2,3).

Recent breakthroughs in digital health technologies, combined with increased public awareness and consumer rights, have significantly altered the healthcare marketing scene. Patient engagement, previously considered a realm of clinical treatment, is now a key result of targeted communication, education, and branding efforts. Meanwhile, institutional reputation has arisen as a measurable and market-sensitive metric of healthcare quality, transparency, and social responsibility ⁽⁴⁾.

Marketing and patient engagement: Patient engagement is the extent to which people actively participate in their healthcare decisions, behaviours, and interactions with providers. In recent years, marketing has evolved as a significant instrument for shaping this engagement, expanding beyond promotional messaging to include patient education, digital interactivity, and personalised communication. Healthcare organisations use a variety of marketing methods to increase engagement, including email newsletters, mobile health applications, interactive websites, and patient portals. These tools not only provide information, but also promote patient feedback, appointment scheduling, medication adherence, and health monitoring. Marketing uses such activities to bridge the gap between institutional communication and patient empowerment, connecting closely with participatory care approaches ⁽²⁵⁾.

Marketing and institutional reputation: Institutional reputation is a multifaceted concept that reflects how the public perceives an organization's credibility, service quality, ethical standards, and social responsibility. In the healthcare sector, reputation has a substantial impact on patient trust, provider selection, and long-term loyalty ⁽²³⁾. Marketing plays an important role in building and controlling this reputation by developing strategic messages, emphasising clinical expertise, and encouraging transparency ⁽²⁶⁾.

Healthcare marketing contributes to reputation building through a variety of approaches. First, a consistent brand identity, represented through logos, slogans, and visual designs, contributes to establishing a recognisable and trustworthy institutional presence ⁽¹⁾. Second, displaying therapeutic outcomes, accreditation statuses, and patient testimonials can provide compelling evidence of expertise and dependability. These methods are especially effective in the digital age, since patients routinely check online reviews and rankings before selecting a provider ⁽²⁷⁾.

To summarise, marketing is more than just a tool for attracting patients; it is also a strategic tool for shaping public opinion, preserving organisational integrity, and fostering a lasting institutional legacy. A

successful marketing plan that is consistent with an organization's values and service mission is critical to sustaining a favourable and resilient reputation in the healthcare industry ⁽²⁸⁾.

The interrelationship between engagement and reputation: Patient involvement and institutional reputation are inextricably linked concepts that reinforce one another in the context of healthcare marketing. High levels of patient participation are frequently used to establish and maintain a favourable institutional reputation, and a great reputation increases the likelihood of patient involvement and confidence ⁽²⁹⁾. In contrast, institutions with a strong reputation are better at engaging patients. Recognised credibility and ethical branding strengthen marketing messages, increase message retention, and diminish scepticism. This cyclical link emphasises the need of integrated marketing initiatives that promote interaction while also reinforcing brand identification ⁽³⁰⁾.

CONCLUSION

Marketing supports active patient participation by utilising digital platforms, personalised messaging, and open communication to create informed and empowered health consumers. Simultaneously, it improves institutional reputation by projecting ethical norms, community involvement, clinical expertise, and sensitivity to public issues. The study also emphasised the interconnectedness of engagement and reputation, emphasising the importance of organisations implementing integrated marketing strategies that reinforce both goals at the same time. When applied correctly, such tactics create a self-reinforcing loop of trust, contentment, and loyalty, placing healthcare organisations for long-term growth. Healthcare organizations are encouraged to reframe marketing not as a commercial necessity, but as a core strategic function aligned with patient-centred care and institutional integrity. Future initiatives should prioritize ethical marketing, digital innovation, and capacity-building to meet the demands of a more informed and empowered patient population.

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