

Excellence in Social Marketing: Health Literacy through Online Healthcare Marketing

Muge Guldas (University of Dokuz Eylul, Izmir, Turkey)

Sercin Ipekesen Sun (University of Dokuz Eylul, Izmir, Turkey)

In today's world trends, medical industries and healthcare professionals are getting closer to new notions. One of them and maybe the most debated one is online healthcare marketing. Alongside the definition of traditional marketing, new communication technologies let us to pursue different types of marketing tools and practices. Especially with the increase of special health services and their administrative offer has brought the marketing practices on health services to a crucial site.

Online social marketing is planning and implementing of online marketing programs which will lead to social change via using elements of commercial marketing. The aim of this marketing technique is to market behavior/action change purely without expecting any financial benefits during the activities of the organization. Online social marketing is well known to be used in the public health organizations for health protection and promotion activities while health literacy notion is rising.

In this study, it is intended to present the importance and usage of online social marketing in improvement of health literacy. In this objective, primarily the definition, purpose of online social marketing, SWOT analysis with the commercial marketing was theoretically held, and then some examples were given for the use of online social marketing in the health sector. Secondly, health literacy measurement test (TOFHLLA) is held among children patient's parents in Dokuz Eylul University Children's Hospital for 6 months period. When study group's findings were evaluated; one of the third participants are not able to read basic health materials but their usage ratio of online communication tools such as newspaper and social media channels is 90%. Participants indicated that they reach health information by 55% online media tools such as Internet and mobile phones; by 78% from their closed friends, immediate surroundings and relatives. Main idea is to designate and develop the health literacy level through using online healthcare marketing in our country. Both notions like health marketing and health business start to rise; but most important part of the health, health literacy should not be ignored and should be studied through online healthcare marketing systems.