
DIGITAL MARKETING IN THE HOSPITAL: A SCOPING REVIEW

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ABSTRACT

Hospitals know smart users better through digital marketing than traditional marketing. The goal of hospital marketing is to assess and understand potential patients' needs and wants so they can meet those needs at the highest level. The Internet, email, and social media are cheaper than direct marketing and can create opportunities to market services to virtual customers, bridge the gap and increase their awareness of the services offered everywhere. This paper aims to determine the effect of digital marketing in hospitals. This scoping review followed a systematic review's study selection process. Relevant studies were collected from Open Knowledge Maps and Google Scholar. The results of this study indicate that some information related to the implementation of digital marketing has challenges. Therefore, there is a need for innovation in implementing digital marketing. In addition, the use of hospital applications can be used in online registration media and media marketing. During the pandemic, hospitals need innovative marketing strategies to attract new patients, expand the business, increase customer trust, and strengthen loyalty. Digital marketing media significantly impact sales promotion, business expansion, and service quality.

Keywords: digital marketing, hospital, pandemic.

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INTRODUCTION

Digital marketing uses digital technology to build deeper relationships with markets, and promote products and services using online database channels to reach markets (consumers) personally and cost-effectively with integrated, targeted, and scalable communications (Lindawati et al., 2020). Digital marketing has become more and more diverse over time; most people use several types of digital marketing in their daily lives, including Search Engine Marketing (SEM), Email Marketing, Search Engine Optimization (SEO), social media, Display, Advertising, Marketing Referral, Affiliate Marketing, Content Marketing, online advertising, and viral marketing (Salmiah et al., 2020). Digital media for marketing communications can be applied by companies engaged in producing goods and companies in the health sector (Burhan & Sulistiadi, 2022). With the development of information and communication technology, the presence of the Internet on a technological tool called a smartphone is now familiar and not rarely heard of because almost everyone now has a smartphone that can facilitate communication with other people quickly without having to meet face to face. With a smartphone, people can easily access the Internet on their cell phones without having to carry a large and heavy laptop.

The increasing growth of smartphone users triggers most marketing strategies that use various online platforms and social media. Digital marketing is business, advertising, or brand awareness, which uses digital media to reach consumers or customers online in a timely, personal, and relevant manner (Adam et al., 2022). Digital marketing facilitates the delivery of information

through writing (text), images, and videos. Digital media marketing communications can be adopted by all companies that produce goods and companies in the service sector, such as hospitals. Digital marketing uses digital technology to create deeper relationships with markets by promoting products and services using online database channels to reach markets (consumers) online through integrated, targeted, and measurable personalized and cost-effective communications (Wibowo, 2014).

In the development of information and communication technology that is used via the Internet, seeing the significant impact of smartphone applications that currently have multifaceted effects (Nabilah, 2022). Marketing through digital media with the hope that the products or services offered by the company will reach customers and consumers quickly and effectively. Marketing communication through digital media or digital marketing is an effort to inform and promote a brand through digital media, which can reach consumers and customers in a timely, personal, and relevant manner (Endri & Prasetyo, 2021). By communicating with digital marketing. Companies, it is easier to share and provide new information or news (press releases), but also news (text), photos and news (Purbohastuti, 2017). Marketing communications through digital media are carried out not only by commercial offices engaged in producing goods but also by companies that carry out service functions, one of which is a service engaged in the health sector, namely hospitals.

Definition of hospital According to (Hanumtyas, 2017), a hospital is an integral part of a social and health organization whose mission is to provide comprehensive, curative (treatment) and preventive (prevention) services to the community. The hospital is also a training centre for health professionals and a centre for medical research (Rikomah, 2017). Therefore, the hospital must also be easily accessible to the community. In today's modern and digital era, the location and address of the hospital must be easily accessible via media such as mobile phones or websites, and social media must be optimized. Getting more benefits from hospital services requires the right distribution strategy to distribute goods or services to consumers, in this case, usually patients. Hospital marketing has grown exponentially and has become important for any healthcare facility that wishes to implement its services by focusing on patient needs and wants. The digital era requires hospitals to play an active role in information technology and communicate with consumers.

It is assumed that with the help of digital marketing, hospitals will be more familiar with smart users than with conventional marketing. Health or hospital marketing aims to research and understand potential patients' needs and wants so they can meet those needs at the highest level (Zebua, 2018). The Internet, email and social media are cheaper than direct marketing and create opportunities to market services to virtual customers, breaking distance and making consumers aware of the services offered at any time and in a different place. The exponential growth of digital information has led to the emergence of more efficient, transparent, faster, cheaper and better healthcare (Sembiluh & Sulistiadi, 2022). Another important advantage is the targeting capability of electronic media, which has led medical facility marketing managers to use it as a promotional tool in developing marketing strategies. The existence of important trends following the conditions of the COVID-19 pandemic is considered timely to launch a digital marketing strategy for future survival following the effectiveness of digital marketing. Digital marketing, by managing information and facts, allows an organization to increase its visibility and is considered more stable in the long term.

The perception of digital marketing is generally more positive. This study was conducted descriptively with a literature review approach.

METHOD

This study was conducted descriptively with a literature review approach. So, this research looks at several articles and compares each article with several parts that are considered the core of the article. Research begins with research and searches for article publications following the research topic. The electronic platforms that underlie the search for scientific publications are Open Knowledge Maps and Google Scholar. Searches are carried out by entering keywords such as "digital marketing", "digital marketing in hospital", "marketing", "digital", "systematic review", and so on. Similar keywords are used to find English scientific articles containing copies of the same word. A total of 1112 articles or journals were found on Open Knowledge Maps and 231 articles or journals on Google Scholar. The article or journal is then classified according to the following criteria: 1. Full access to the magazine; 2. The year of publication of the article is no later than 2013 or 10 years after the end of this research; 3. The article describes the discussion following the topic of a systematic review conducted by the researcher. After filtering with this criterion, 668 articles remained. Next, the duplicates from all platforms were removed from this study, leaving 324 articles.

Further screening based on the type of study resulted in 81 articles. Then, another selection was based on their eligibility, leaving 42 articles. Final screening by the researchers resulted in 4 articles being selected for further analysis.

RESULTS AND DISCUSSION

Finally, four articles were selected for review from several articles that have gone through the screening process. Some of the articles are:

- 1) The first research is conducted (Prasetyo & Sulistiadi, 2019) with the title "Designing marketing plans for hospitals in the digital era". This research uses a descriptive qualitative method. The results of this study are the acquisition of some data related to digital marketing activities that have been carried out, challenges in digital marketing, and the preparation of digital marketing development plans in dental hospitals.
- 2) The second research is conducted (Rony & Panuju, 2018) with the title "Digital media hospital: online-based marketing communication applications". This study uses a qualitative method with in-depth interviews, assessment, and documentation techniques focusing on data discovery. The study results show that in addition to using RSPHC CARE RS PHC Surabaya as an online registration medium, it is also a marketing medium.
- 3) The third research is conducted by (Sembiluh & Sulistiadi, 2022) with the title "Implementation of digital marketing in hospitals during the COVID-19 pandemic: a literature review". This study used a descriptive qualitative method with a literature review. The results of this study indicate that digital marketing in hospitals during this pandemic is a marketing strategy that has many benefits, namely attracting new patients, expanding the business, increasing customer trust, and strengthening loyalty.
- 4) The fourth research is conducted (Burhan & Sulistiadi, 2022) with the title "Optimizing digital marketing strategies for hospitals". This study uses a descriptive qualitative method with a

literature review by formulating theoretical contributions and regular decomposition of the data obtained. The results of this study indicate that digital marketing media has a significant influence on promotional activities, expanding business while prioritizing quality services.

Table 1. Previous Research

Researcher and Research Year	Title	Method	Results
Andreas Aryo Risky Prasetyo, Wachyu Sulistiadi, 2019	Designing a marketing plan for hospitals in the digital era	Descriptive qualitative	This study obtained some data related to digital marketing activities that have been carried out, challenges in digital marketing, and the preparation of digital marketing development plans in dental hospitals.
Noor Firmansyah Rony, Redi Panuju. 2018	Digital media hospital: an online-based marketing communication application	Qualitative (in-depth interview, assessment, and documentation techniques that focus on data discovery)	The study results show that besides using RSPHC CARE as an online registration medium, PHC Surabaya Hospital is also a marketing medium.
Dhini Sari Sembiluh, Wahyu Sulistiadi. 2022	Implementation of digital marketing in hospitals during the COVID-19 pandemic: <i>literature review</i>	Descriptive qualitative with <i>literature review</i>	The results of this study indicate that digital marketing in hospitals during this pandemic is a marketing strategy that has many benefits, namely attracting new patients, expanding the business, increasing customer trust, and strengthening loyalty.
Leni Burhan, Wachyu Sulistiadi. 2022	Optimization of digital marketing strategies for hospitals	Qualitative descriptive (literature review by formulating theoretical contributions and regular breakdown of the data obtained).	Digital marketing media has a significant influence on promotional activities, expanding business while still prioritizing quality services.

Based on the table above, the research by (Rony & Panuju, 2018) is in line with the research conducted by (Nuryadi et al., 2022) and (Burhan & Sulistiadi, 2022), which state that digital marketing at hospitals can provide positive benefits. Meanwhile, research (Prasetyo & Sulistiadi, 2019) stated that digital marketing has certain challenges.

Concluded that digital marketing in hospitals during this pandemic is a marketing strategy with many benefits, namely the ability to attract new patients, expand the business, increase customer or patient trust, empower customers as patients with loyalty, raise awareness and encourage patients to use hospital services and promote them to their relatives and families (Sembiluh & Sulistiadi, 2022). The choice of digital marketing method or channel depends on what goals or objectives the hospital needs to achieve. After determining digital marketing objectives, the hospital decides on the choice of digital media methods or channels to be used, then determines the goals, objectives, and achievable goals for each selected media analyzes the situation and audience/market share, determines the budget, and determines the goals to be achieved. Appropriate, achievable goals and objectives for each selected media. In addition, its implementation requires determining

who will implement the selected marketing strategy and monitoring and evaluating each digital marketing strategy implemented so that the hospital can achieve its goals or objectives effectively and efficiently.

Stated that marketing communication through the digital media application RSPHC CARE RS PHC Surabaya was going well (Rony & Panuju, 2018). However, some things are necessary to further attention. It should be the development of application features still in the development stage that needs to be fixed immediately and updating of knowledge articles and minimal advertisements once a day or once a week so that the information displayed seems manageable. Meanwhile, the research (Prasetyo & Sulistiadi, 2019) says that there is a need for innovation in the design of a digital marketing plan for dental hospitals adapted from a marketing master plan framework (Piñeiro-Otero & Martínez-Rolán, 2016). The updated model includes situational analysis (mission definition, SWOT analysis, marketing budget, media definition, message category and company online reputation and target market measurement); analysis of objectives (relationships, space, options, scientific knowledge and technical skills, service efficiency and security); strategic planning (media selection, core business, strategy, and tactics); operations and control (time, resources, monitoring, and evaluation). Innovation emphasizes technology components, including hardware, software, information, human software, and organization. The digital marketing model can be started by changing the organizational structure, which specifically facilitates the digital marketing unit by providing human resources of structure and reliability, adequate hardware and network supply, integration of data and applications between websites, websites, social media, and digital marketing.

A study states that digital marketing can be applied to marketing hospital service products, which will increase the number of patients based on positive patient reviews received through the selected platform (Burhan & Sulistiadi, 2022). In addition, digital marketing can improve the image of health facilities and make it easier for patients to find the location of the proposed hospital. Digital marketing can be done in various ways, either through programs specifically designed by hospitals or through other means, such as search engine marketing (SEM), email marketing, search engine optimization (SEO), social media, display advertising, referral marketing, affiliate marketing, content marketing, online advertising, and viral marketing. Social media platforms such as Facebook, Twitter, Instagram, and YouTube provide many ways for hospitals to connect with patients. Healthcare organizations must keep up with current marketing and advertising trends to build an overall brand image. Around the world. With continuous monitoring and control and a commitment to quality improvement, hospitals can effectively use digital marketing for marketing beyond education.

CONCLUSION

The results of this study indicate that some information related to the implementation of digital marketing has challenges. Therefore, there is a need for innovation in the implementation of digital marketing. In addition, the use of hospital applications can be used in online registration media and marketing media. During a pandemic, hospitals need a marketing strategy that has many benefits, namely attracting new patients, expanding the business, increasing customer trust, and strengthening loyalty. Therefore, digital marketing media significantly impacts sales promotion, business expansion, and service quality.

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