

# Marketing system in a dental organization

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## Abstract

This research article presents the market orientation of the dental organization and the marketing problems in this process. The research focus is primarily on the role of moral-ethical connection and therefore the model of connection between physician and patient is developed based on a pre-designed questionnaire. Segmentation in the dental market is studied and relevant business models are characterized. The chain of decision-making process in the dental market is discussed and strategic, administrative and operational solutions are given in relation to the management of the clinic. General value is influenced by the following marketing factors: psychological training of staff, psychological characteristics of the staff, interior of the clinic, level of service, patient satisfaction control system. The scientific article presents the SWOT analysis of the dental market and identifies the capabilities and possible threats of the organization. The focus is on collaborative learning between the clinic and the educational institution. The principle of patient orientation is set.

## Keywords

Dentistry segmentation, Business model of the clinic, Information marketing, Situational vision

## Introduction

At the dental clinic, the moral-ethical connection between the doctor and the patient is given priority. Socio-psychological relationships in a medical organization significantly contribute to an effective treatment environment [7]. From a philosophical point of view, medical ethics includes: the general behavior of the physician, the ethical rules of the physician, and the relationship with the patient. The moral-ethical field of a dentist depends on his native moral image, while his professional-ethical field is related to his professional activity. From the marketing communications integrated in the dental clinics, public relations and verbal

recommendations are important [4]. The impact of social, economic and political indicators on patient dynamics should be considered in assessing the external marketing environment [5].

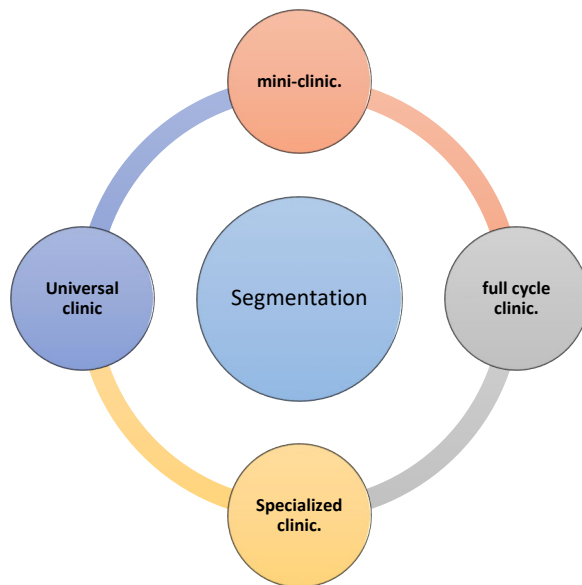
## Methods

In order to study the marketing system, the compliance of the activities of the mentioned facilities with the market realities was studied in order to monitor the dental organizations. This research was based on the questionnaire (Table 1).

**Table 1.**

|  |
|--|
| <i>1. What is dental culture like?</i>   |
| <i>2. What kind of profile activities are differentiated in the dental market?</i> |
| <i>3. Forms of communication between the dentist and the patient.</i>              |
| <i>4. How is the decision to start treatment made?</i>                             |
| <i>5. Flexibility of pricing policy.</i>   |
| <i>6. What determines the degree of stability of the organization?</i>             |
| <i>7. Comparative advantage.</i>   |
| <i>8. Liaison with educational institutions.</i>                                   |
| <i>9. What kind of values does the patient expect from the clinic?</i>             |
| <i>10. Psychology factor.</i>  |
| <i>11. What are governance decisions related to?</i>                               |

## Model of physician-patient communication



patient's thought formation.

1. Active-passive - the doctor performs his work without the participation of the patient.
2. Information - The doctor acts as a competent expert. The patient makes his own decision based on the information provided by the doctor.
3. Interpretive - through consultation the doctor helps the patient to make a decision (acts as an advisor).
4. Agreement - Joint reasoning about understanding priorities. Active influence on

**Figure 1. Business models in the field of dentistry.**

The harmonious business model of a dental organization is a harmonious agreement between the company's goals, management systems, service portfolio, relationship with customers and contractors, and principles of medical care delivery. The size of the company is an objective indicator of how effective governance initiatives are. Get acquainted with business models in the field of dentistry (Figure 1):

1. Business model: mini-clinic. Is an unstable market segment. They do not have the ability to ensure a steady flow of patients, so they are forced to implement savings management. They have no qualms about building a marketing campaign.
2. Business model: full cycle clinic. The following offices operate in the mentioned clinic: therapy, surgery, orthopedics, X-ray. The customer at this clinic is waiting for a complete solution to the problem.
3. Business model: Specialized clinic. E.g. Aesthetic Dentistry; Pediatric Dentistry, Pregnancy Dentistry. International experience in pediatric dentistry indicates the effectiveness of an insurance program and the factual relationship between price and

program funding [6]. Their advantage lies in the fact that they are more effectively positioned in the consumer consciousness. They are free to resort to high pricing policies. They possess exceptional competitive advantage and identity.

4. Business Model: Universal clinic - A Complex Approach to Dentistry. Includes tooth treatment, tooth restoration, prophylaxis, aesthetics. Such a clinic requires a significant investment, so its payback period is long. This is the most stable segment of the market.

## **Results and discussion**

One of the main functions of a marketer is to implement a pricing policy. The price is influenced by the following factors in the field of dentistry: costs of consumables, quality of consumables, rent paid in favor of administration, assessment of general socio-economic background, desirable personal income acceptable to the doctor, assessment of professionalism, competitive market, number of loyal patients, volume of demand Ability to monitor activities by colleagues, assess the solvency of a typical patient, social discrimination.

## **Management decisions in the dental business**

### *A) Strategic decisions include:*

Optimize the firm's return on investment. Develop company policy by the head office. Choose a global dental service and market. Develop a diversification strategy. Financial strategy in time and space. Situational view of the head office in market conditions. Provide pricing flexibility.

### *B) Administrative decisions include:*

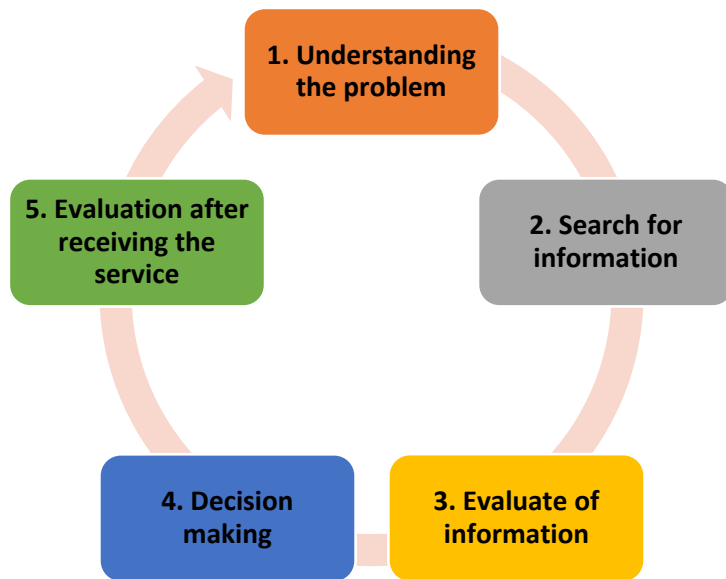
Optimization of powers between separate medical and administrative departments. Structuring information between structural services. All branches and services of the company operate in accordance with market realities.

### *C) Operational decisions include:*

Monitoring of enterprise processes internationally. Distribution of resources according to strategic business directions. Inventory Management. Implement a short-term action plan. Restructure resources for their efficient use. Develop production and delivery schedules.

Consider the decision-making process chain in the dental market:

Awareness of the problem is related to the understanding of the need to apply for dental



services - to identify discomfort and insolvency (mono-problem solving). The search for information is characterized by a high degree of reference - in the awareness of problem identification (advertising has no motivating effect. Demonstration of medical devices has a negative impact on the mood of potential patients). The evaluation of information should be linked to a reference

pricing policy (link between patient expectations and external communication). The decision depends on the change in solvency.

**Figure 2. Decision-making process chain in dental market.**

After receiving the service, the evaluation is related to therapeutic treatment (its specificity lies in the emotional background, the absence of discomfort and the guarantee).

## Conclusion

The principle of "patient orientation" - the patient's expectations are crucial in the formation of the service; Interaction between the patient and the contact staff - confirmation of the appropriate level of service; Identifying a potential patient's portrait - a marketing research of value factors for them; Responding to a change in patient preferences should be operational and, consequently, a modified market proposition should be developed; Dental organization should be based on moderation and operative understanding. General value is influenced by the following marketing factors:

1. Psychological training of staff.
2. Psychological characteristics of the staff.
3. Interior of the clinic.
4. Level of service.

## 5. Patient Satisfaction Control System.



Figure 3. SWOT analysis of the dental clinic:

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