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Social Media in Healthcare Marketing

Healthcare marketing is a technique to promote health, where marketing approaches and science-based tools cooperate to meet different populations' needs. The marketing uses social media tools where both benefits and limitations are evident.

Using social media in healthcare marketing is beneficial as the clients are online. The platform helps access many patients and engages them in various areas (Singh et al., 2016). The information conveyed via the tools is therefore broad, thus promoting their wellbeing. The platform also established an approachable practice, where the patients learn about the practitioners before the interaction. It is the case because the clinicians' details are provided online, so a lot of hours are not spent creating a rapport between the two. The approachable practice supports health promotion because clients' expectations are met, unlike the physical interaction where they know nothing about the practitioner. Also, social media lightens the mood, especially while dealing with chronic illnesses patients. With social media, practitioners incorporate laughter, make the clients positive, and implement the needed management strategies.

Contrarily, using social media in healthcare marketing is disadvantageous due to HIPAA compliance. Practitioners should ensure patients' privacy and protect their data from hackers among other data criminals (Singh et al., 2016). Even though the HIPAA has provided guidelines such as de-identification where confidential details are not included online, practitioners live in fear of breaking the law as it would attract huge fines. The other challenge concerns the practitioner's professional reputation. Unlike other sectors where social media is accepted, the healthcare sector is perceived sensitive. It has made the public consider online care providers less competent. Moreover, social media offers more information on the practitioners that would make patients have too much information about them, that professional reputation is altered. Another issue in using social media for medical

care marketing is the fear of negative responses that reach many patients as the spread would affect facilities' and clinicians' reputation.

Therefore, social media healthcare marketing is beneficial as clients are online; it is an approachable practice and lightens the patients' moods. However, it is limiting due to HIPAA regulations, professional reputation, and fear of negative comments.

Reference

Singh, S. P., Rai, A., Wal, A., Tiwari, G., Tiwari, R., & Parveen, A. (2016). Effect of social media in health care: Uses, risks, and barriers. *World journal of pharmacy and pharmaceutical sciences*, 5(7), 282-303.

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