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Healthcare Relationship Marketing: Strategy, Design and Measurement

Ira J. Haimowitz

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Ira J. Haimowitz : Healthcare Relationship Marketing: Strategy, Design and Measurement before purchasing it in order to gauge whether or not it would be worth my time, and all praised Healthcare Relationship Marketing: Strategy, Design and Measurement:

1 of 1 people found the following review helpful. Excellent Overview, Handbook Reference -- applicable across many industries By Zaheer Benjamin Dr. Haimowitz has written a practical and indispensable handbook and reference for Relationship Marketing practitioners, managers, and newcomers. While the focus is on Relationship Marketing (RM)

in the Healthcare industry, I estimate that more than half of the material is directly applicable to other industries such as Packaged Goods and Financial Services. One of the strengths of Dr. Haimowitz's book is that it assumes no prior knowledge of Relationship Marketing and therefore avoids unnecessary jargon or buzzwords. Instead, he provides an excellent, plainspoken overview of Relationship Marketing concepts, strategies, tools, and techniques while also offering specific case studies that are directly applicable in today's Healthcare environment. In particular the book includes interviews with industry experts (all with over 15 years experience). These interviews offer invaluable, first hand insight into the challenges and opportunities unique to modern Healthcare Relationship Marketing. Dr. Haimowitz has also wisely decided to focus less on cataloguing specific current RM tactics, but instead on explaining the key concepts, principles, and strategies that will remain consistent even in a rapidly changing business environment. The overall tone is practical and analytical and the chapters on Analytics, Operations, and Measurement may indeed be the strongest. However, even the formal formulas and equations are presented and explained clearly and concisely. In summary, this book is highly recommended as an important addition to the library of any RM professional regardless of role (e.g. Strategy, Media, Operations, or Analytics). While the case studies and tactics are focused on the Healthcare industry the RM concepts, principles, tools and techniques are broadly applicable across multiple industries.

0 of 0 people found the following review helpful. Five Stars
By ShopGirl
great read; useful.

2 of 2 people found the following review helpful. Excellent foundational book
By strategy professional
I recently entered the healthcare marketing space at the beginning of this year, and came across this title while looking for something that would give me a comprehensive primer on the industry. I'm really glad I decided to pick this one up. Even though the focus of the book is on developing and deploying CRM and PRM programs, the author (Haimowitz's) clear explanation of each of the steps and components actually gave me a much wider understanding of the industry at large that extended into the general pharma and healthcare landscape. He's an excellent distiller and reductionist of an incredibly complicated field, and I think it's the main reason this book was so easy to absorb and learn from. His explanations are immediately put into context or demonstrated through an example, and I believe that's why most of what I've read is still with me. If you're looking for a good primer or 101 on Healthcare/Pharmaceutical Marketing, or even if you want to understand how the brighter minds are developing and running CRM and PRM programs, you should check this book out.

In recent years there have been dramatic changes in the pharmaceutical promotional landscape, affecting both consumers and healthcare professionals. One consequence of these dynamics is the need for pharmaceutical companies to plan new kinds of dialogue and relationships with their stakeholders. The evolution has been from mass-channel "push" marketing to two-way, multi-channel relationship marketing. Targeted Emails, webinars, mobile messages, and social networks are expanding in usage. This book is a practical overview and resource guide for the design and measurement of pharmaceutical relationship marketing (RM) programs. There are descriptions of each aspect of pharmaceutical RM design and measurement, including a running case study with follow-up exercises. The author has also conducted interviews from several pharmaceutical marketing industry experts, each having 15 years or more of working healthcare RM knowledge, and each speaking on their specific specialities. For newcomers to healthcare marketing, this book can serve as a foundation and introduction that provides framework, details, and examples of both relationship marketing designs and associated measurement disciplines. Healthcare Relationship Marketing will also be valuable to readers currently working in pharmaceutical marketing or sales who may not have exposure to the particular disciplines of relationship marketing and direct response measurement and optimization. Even for the experienced practitioner this will serve as a convenient reference that pulls together all of the program components and measurement frameworks within a single book. This book may also serve as a textbook within a university course in marketing, or a pharmaceutical business program.

'Dr Haimowitz has done a wonderful contribution to the field of health care marketing and research. In this book he brings his wealth of industry experience and knowledge into academic focus with practical and realistic examples. It is a "must have" for educators and students of health care marketing and marketing research or anyone who would consider relationship based marketing as the cornerstone for successful corporate strategy in healthcare.' Dr Thani Jambulingam, Professor of Pharmaceutical and Healthcare Marketing, Erivan K. Haub School of Business, Saint Joseph's University, USA

'Dr Haimowitz has written a practical and indispensable handbook and reference for Relationship Marketing practitioners, managers, and newcomers...an excellent, plainspoken overview of Relationship Marketing concepts, strategies, tools, and techniques while also offering specific case studies that are directly applicable in today's Healthcare environment. In particular the book includes interviews with industry experts (all with over 15 years experience). These interviews offer invaluable, first hand insight into the challenges and opportunities unique to modern Healthcare Relationship Marketing. ...In summary, this book is highly recommended as an important addition to the library of any RM professional regardless of role (e.g. Strategy, Media, Operations, or Analytics). While the case studies and tactics are focused on the Healthcare industry the RM concepts, principles, tools and techniques are broadly applicable across multiple industries.'

Zaheer Benjamin, Director, Financial Planning, Phoenix

Suns (via .com)About the AuthorDr Ira J. Haimowitz is Executive Vice President, Analytics and Operations, at The CementBloc, a leading health and wellness communications agency. For over 20 years, he has provided healthcare clients innovative solutions for relationship marketing, segmentation, operations, measurement, and optimization. He has also enabled clients to evaluate the return on investment of their multichannel consumer and professional advertising campaigns. Prior to joining The CementBloc, Ira was Vice President, Group Director of Insights and Optimization at Wunderman, leading a team with primary responsibility for healthcare clients. Ira has also spent 9 years on the manufacturer side as a Director and Team Leader for pharmaceutical companies Pfizer and Organon. Ira Received his Ph.D. from the Massachusetts institute of Technology in Computer Science (medical emphasis) in 1994.