

Contents

Preface — v

Justyna Matysiewicz

1	Introduction to the European Healthcare Market — 1
1.1	Introduction — 1
1.2	Concept of the healthcare system — 1
1.3	Healthcare systems in the EU — 3
1.4	Healthcare expenditure — 7
1.5	Private health insurance in the EU — 9
1.6	EU healthcare systems: the patient perspective — 12
	References — 14

Jagoda Gola

2	Investment Attractiveness of the Healthcare Markets in Europe — 17
2.1	Introduction — 17
2.2	Investment attractiveness – theoretical attitude — 17
2.3	Macro-level factors influencing medical market attractiveness — 19
2.4	Micro-level factors influencing medical market attractiveness — 27
2.5	Available market attractiveness measures — 35
2.6	Forecasts – potential areas of investment — 37
	Conclusions — 39
	References — 40

Artur Turek and Aleksander Owczarek

3	Consumption and Consumer Behavior in the European Healthcare Market — 45
3.1	Introduction — 45
3.2	Medication reimbursement systems — 47
3.3	Changes to the pharmaceutical market in the period 2008 to 2012 — 49
3.4	Materials and methods — 50
3.5	Results — 51
3.6	Discussion — 60
	Conclusions — 66
	References — 67

Agnieszka Hat

4	New Trends in Consumer Behavior in the European Healthcare Market — 71
4.1	Introduction — 71
4.2	Trends in consumer behavior – notion, types, and characteristics — 71
4.3	Consumer behavior trends on the European healthcare market — 75
4.3.1	Globalization of consumption in the healthcare industry — 77
4.3.2	Ethical consumption in the healthcare industry — 80
4.3.3	Ecologization of consumption in the healthcare industry — 81
4.3.4	Home consumption and prosumption in the healthcare industry — 82
4.3.5	Virtualization of consumption in the healthcare industry — 83
	Conclusions — 84
	References — 86

Sławomir Smyczek

5	Relationship Marketing Performance of Medical Facilities — 89
5.1	Introduction — 89
5.2	The nature and stages of relationship marketing in the healthcare services — 89
5.3	Quality evaluation of relationships between medical facilities and patients in the European healthcare services market — 91
5.4	Model of the long-term relationship between the medical facility and patients in the European healthcare market — 94
	Conclusions — 103
	References — 103

Thuy Nguyen and Mario Glowik

6	Emerging Buying Center Concepts in Healthcare Industries — 105
6.1	Introduction — 105
6.2	The reimbursement system as applied in hospitals — 106
6.3	The European market for medical cardiology devices — 107
6.4	Group purchasing organizations — 110
6.5	The centralized procurement process — 113
	Conclusions — 115
	References — 116

Marta Grybś

7	Integrated Marketing Communication in the European Healthcare Market — 119
7.1	Introduction — 119
7.2	Integrated marketing communication – notion and characteristics — 120
7.3	Healthcare marketing communication — 123
7.4	European healthcare marketing communication — 128
7.4.1	Healthcare marketing communication in Germany — 128
7.4.2	Healthcare marketing communication in the United Kingdom — 131
7.4.3	Healthcare marketing communication in Sweden — 133
7.4.4	Healthcare marketing communication in Belgium — 135
7.4.5	Healthcare marketing communication in Poland — 137
	Conclusions — 140
	References — 141

Beatrix Dietz and Andreas Zaby

8	Strategic Decisions under the EU Regulatory Framework for Orphan Drugs — 145
8.1	Introduction — 145
8.2	Background — 145
8.2.1	Current Situation and the EU Regulatory Framework for Orphan Drugs — 145
8.2.2	Analytical Approach — 147
8.3	Market Dynamics and Strategic Decisions in the Orphan Drug Segment — 148
8.3.1	Designation and Holder of Marketing Authorization — 148
8.3.2	Changes from Designation to Marketing Authorization — 150
8.3.3	Role of Service Providers — 151
8.3.4	Strategic Company Decisions — 152
8.4	Summary and Recommendations — 154
	References — 155

Agnieszka Marie

9	Healthcare Business Performance – Control Mechanisms — 157
9.1	Introduction — 157
9.2	Business performance control mechanisms — 158
9.3	Measures of performance in the healthcare system — 158
9.4	Balanced scorecard for healthcare organizations — 161
9.4.1	Germany – emergency department of the hospital in Friedrichshain — 163
9.4.2	United Kingdom – Ashford and St. Peter’s hospitals — 166

9.4.3	Sweden – Sahlgrenska University Hospital —	166
9.4.4	Belgium – Centre Hospitalier Universitaire de Liège —	171
9.4.5	Poland – Specialist Hospital Louis Rydygier in Krakow —	171
9.5	EFQM Excellence Model for healthcare organizations —	173
Conclusions —		175
References —		176

Justyna Matysiewicz

10	E-healthcare Service and Business Strategies in a Virtual Environment —	179
10.1	Definition of healthcare service and its characteristics —	179
10.2	Planning healthcare service offerings: the customer value hierarchy —	183
10.3	E-health: a new approach in healthcare —	184
10.4	E-healthcare services: characteristics and classification —	186
10.5	E-health business structures —	188
10.6	E-health: strategic approach —	190
References —		193

Marcin Młodożeniec

11	Social Media Implementation in the European Healthcare Sector —	195
11.1	Introduction —	195
11.2	Social media in the economy —	196
11.3	Healthcare and social media —	199
11.4	Use of social media in healthcare entities in the examined markets —	201
11.5	Test method —	204
Conclusions —		211
References —		212

Sławomir Smyczek

12	Customer Values and Attitudes towards e-Healthcare Services —	215
12.1	Introduction —	215
12.2	Consumer attitudes and value as objects of research in the healthcare market —	215
12.2.1	Consumer attitudes —	215
12.2.2	Customer value —	218
12.3	Value expected by customers on the European e-healthcare market —	224
12.4	Model of customers' attitudes towards e-healthcare services —	225
Conclusions —		230
References —		231

Marcin Tutaj

**13 Efficiency Control of Building Relationships with Customers by using
Social Media — 233**

13.1 Introduction — 233

13.2 Relationships as the value for organizations — 234

13.3 Importance of social media in building relationships — 236

13.4 Control of effectiveness of activities building relationships — 239

Conclusions — 243

References — 243

About the Authors — 245

Index — 249