



DIGITAL TRANSFORMATION AS PART OF HOSPITAL MARKETING STRATEGY: LITERATURE REVIEW

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ABSTRACT

The number of clients of advanced communication instruments proceeds to extend, so most showcasing techniques utilize different web stages and social media. Advanced media is utilized as a shape of promoting communication not as it were by item fabricating companies but moreover by the healthcare segment, especially hospitals. Advanced change within the healthcare division is executed through a technology-based approach to move forward patient-centered healthcare administrations. The reason of this writing survey is to depict advanced change as portion of promoting methodology. This article employments the writing audit strategy to survey writing distributed in English and Indonesian. The taking after databases were utilized for the writing look: Pubmed, ProQuest, ScieneDirect, and Google Researcher. The information utilized in this consider are auxiliary information. This implies that they were not obtained from coordinate perception, but or maybe from ponders conducted by past analysts. Healing centers must lock in in computerized change, counting compelling advanced promoting, to advance therapeutic administrations as portion of commerce development, give quality restorative administrations, and guarantee understanding fulfillment. Social media could be a computerized promoting stage broadly utilized by healthcare organizations.

Keywords: digital transformation; hospital marketing; literature review

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INTRODUCTION

Before going digital, people faced difficulties in getting healthcare services, especially for those living in areas with limited healthcare infrastructure. With limited coverage, remote consultations, medical services, and treatment were done through phone calls or text messages. In addition, the lack of technology led to long patient queues at hospitals or nurses' negligence in recording patients' medical records. People are turning to contemporary marketing and abandoning traditional marketing models (Ummasyroh et al., 2020). New, more efficient and effective ways to replace old work processes began as digital transformation took place (Ummasyroh et al., 2020). In the future, healthcare may be available in remote areas and parents may not need to go to the hospital (Mangesti, 2019). Hospitals must engage in information technology and consumer engagement in the modern era (Dhini Sari Sembiluh & Wahyu Sulistiad, 2022). As a complex healthcare organization. As a complex healthcare organization, hospitals must provide comprehensive services. The current development of hospitals is also influenced by the commercial growth potential of the hospital industry (Julianti et al., 2022).

All fields have witnessed the impact of digital transformation in the business world, which is no longer a matter of debate. In recent years, digital transformation in healthcare has become an increasingly popular and important topic (Harmi, 2023). Digital transformation is driven by four things: regulatory changes, changes in the competitive landscape, industry shift towards digital, and changing consumer behavior and expectations (Hadiono et al., 2020).

Along with the advent of the digital technology era in the form of the digitization of goods, services, and processes, digital transformation and disruptive innovation refer to the reorientation of the industry as a whole, including business models. (Laksono, 2022). Optimizing digital transformation is very helpful for hospitals (Budiyatno & Budiyatno, 2023).

Enterprises are required to adjust to changes and increase efforts to survive in the competition. Today, digital transformation is mostly considered from a business perspective, and leads to processes that aim to improve an entity (including business processes, efficiency, etc.) by making significant changes to all its parts through the incorporation of technology, communication, information, and connectivity. The digitization of the healthcare sector and administrative processes has been greatly aided by the emerging IT and communication concepts of Industry 4.0. Information technology can help society in many ways. Digital media is one of the digital transformation technologies used by companies in the health goods and services industry for marketing purposes. One of the medical facilities. Reducing costs, increasing speed, and increasing transparency are all benefits of digital transformation (Hendarsyah, 2019). The healthcare sector, like medicine, has been affected by advances in information technology. These advancements have led to many new discoveries in hospital organization, medicine, and health science research and development. Around the world, many people are paying attention to IT-based healthcare. Mostly due to technology's potential and promise to raise humankind's standard of living. Advances in information technology have greatly helped healthcare, especially in the medical world due to the rapid growth of knowledge. Medicine has used various technologies to create increasingly fast and efficient information transmission tools (Muhajir et al., 2023). If a doctor does not use various tools to keep up with the latest trends, they will quickly fall behind. In addition, information technology can filter and convert data into information. Health technology also helps customers; this includes helping them choose a treatment and selecting a hospital or health facility that suits their needs (Annisa Tuljannah, 2023).

Currently, the healthcare industry, especially hospitals, is facing many problems and must continue to provide the best healthcare services. Hospitals are healthcare facilities that treat patients in a comprehensive manner, including outpatient, inpatient, and emergency departments. A smart medical system can improve patient services, help hospitals make rational management decisions, and achieve smart healthcare goals (Walters & Helman, 2023). As financial resilience is an important factor in delivering healthcare, a strategy is needed to maintain the position of healthcare companies in the eyes of consumers. With the increasing number of internet users in the society at large, hospitals should increase brand awareness online and maintain relationships with customers (Raden Vasthu Broto Ariyo & Anhari Achadi, 2022).

To stay competitive and dominate the market in fierce competition, companies must always strive to provide the best service for customer satisfaction. Strategic planning is becoming increasingly important in healthcare, which affects the lives of many people. This situation causes competition in the service sector such as hospitals to intensify. This will allow people to be more selective when choosing a hospital that best suits their medical needs. An effective marketing strategy to attract and retain customers is essential for hospitals (Suryandartiwi & Firdaus, 2021). Therefore, this article's goal is to illustrate how digital transformation may be incorporated into marketing strategy. To conduct literature research, this paper conducts a critical assessment of the literature. This assessment also includes an explanation of its theoretical and methodological contribution to a specific topic, as well as information about the concepts, results or science found in the academically oriented literature.

METHOD

This study utilized the literature review method using databases such as Pubmed, ProQuest, ScieneDirect, and Google Scholar. Additional inclusion criteria of the reviewed references were those published over the past five years, from 2018 to 2023, with the keywords “digital marketing” and “hospital.” The retrieved articles focused on how digital marketing techniques can be applied in the healthcare field. This study's data was secondary, meaning it came from earlier academics' research findings

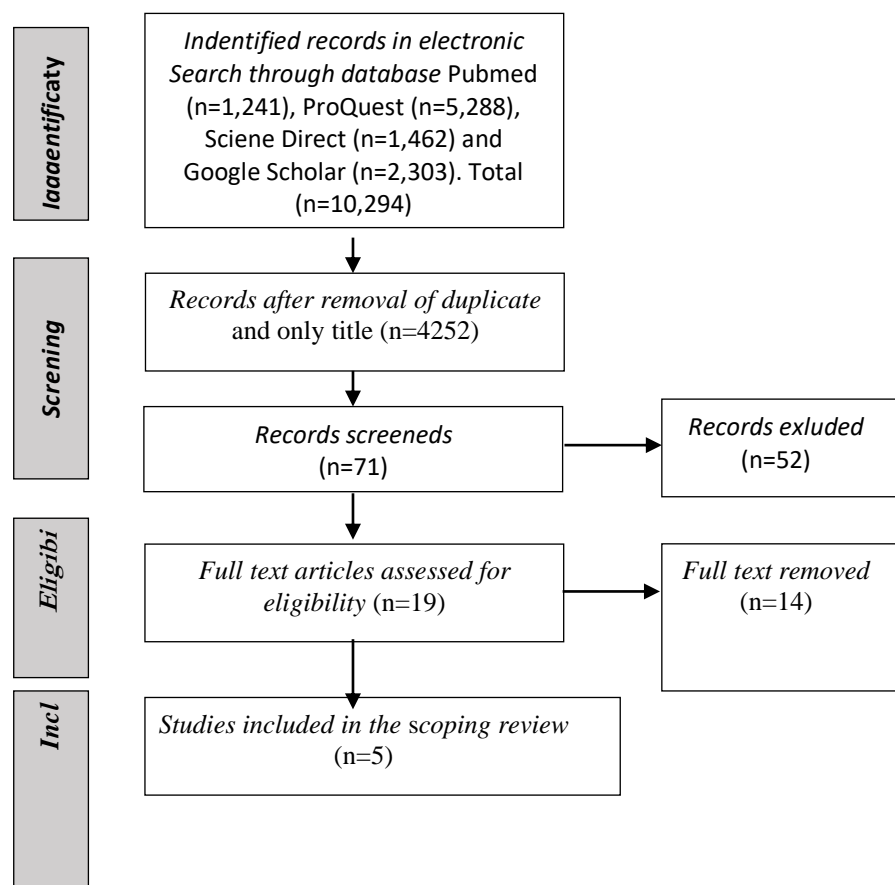


Diagram 1. Flowchart PRISMA

RESULT

Table 1.
Literature Review Results

Author (Year)	Article Title	Purpose	Research Methods	Results
Radu G, Solomon M, Gheorghe CM, Hostiuc M, Bulescu IA, Purcarea VL (2018)	<i>The adaptation of health care marketing to the digital era</i>	This study aims to evaluate the various digital techniques used to improve patient access to medical services.	In this study, 126 patients at a Bucharest dental clinic were surveyed for dental treatment over the internet and had never had dental treatment at the clinic.	The results show that business development requires digital techniques to drive medical care services. Vital considering in this case implies drawing in unused patients and patients and giving great healthcare administrations, so that patients are fulfilled and may

Author (Year)	Article Title	Purpose	Research Methods	Results
				suggest the healthcare office to others. This study shows how important social networking sites are in promotion. Targeted promotion of services may lead to a high response. Nearly all modern patients who filled out the frame will stay patients of this clinic within the future.
Zhi-Wang QIAN, Guang-Sheng WAN, Xiao-Lei DU, Yu Feng SHI, Gang (2018)	<i>Performance Evaluation of Digital Marketing In Health Care Industry With The Application Of Data Envelopment Analysis</i>	The reason of this think about is to discover out how healing centers right now consider healthcare quality, cost-effectiveness, and trade execution and how to execute the correct procedure to realize the vision and economical comes about administration.	To avoid the situational pressure caused by face-to-face discussions, the practice of the Delphi method is used, which incorporates the expert opinions of the group.	The comes about appeared that one DMU had solid computerized promoting productivity, with efficiency=1, showing superior effectiveness; six DMUs appear computerized promoting proficiency with minimal effectiveness between 0.9 and 1, demonstrating that advanced showcasing effectiveness is less demanding to advance ; and five DMUs, which account for about 42% of the total DMUs, show digital marketing efficiency below 0.9, indicating that digital marketing efficiency is more difficult to promote.

Author (Year)	Article Title	Purpose	Research Methods	Results
Jaimon T Kelly, BHLthSc, Mast Nutr&Diet, L Campbell, PhD; Enying Gong, MSc; Paul Scuffham1, PhD (2020)	<i>The Internet of Things: Impact and Implications for Health Care Delivery</i>	The purpose of this study is to provide an overview of Internet of Things (IoT) technologies currently used in healthcare, layout how IoT gadgets are moving forward healthcare conveyance, and layout how IoT advances may impact and influence healthcare around the world within the another decade.	This investigate centers on (IoT) applications. IoT may be a framework of interconnected and remote computerized gadgets that can collect, send, and store information over a arrange without requiring human-to-human or human-to-computer interaction.	The comes about appear that IoT is an developing field of inquire about in healthcare. This improvement gives a incredible opportunity for healthcare frameworks to proactively foresee wellbeing issues, analyze, treat and screen patients both interior and exterior the healing center.
Rodney Alexander Rosalia, PhD, Khaled Wahba, PhD, Neda Milevska-Kostova, PhD (2021)	<i>How digital transformation can help achieve value based healthcare: Balkans as a case in point</i>	The reason of this investigate is to discover out how computerized change can offer assistance realize value-based wellbeing administrations.	Authors conceptualize the ideas presented and develop theories to write the script. All authors talk about the outcome and contribute to the final script.	The findings demonstrate that operational excellence in healthcare will be achieved by connecting patient-reported outcomes with digital health advances.. In addition, a clear ecosystem will be created where every patient will receive adequate information on how they can achieve better health outcomes during their treatment.
Shilpa Iyann, Puneet Kaur, Peter Racthame, Shalini Talwarf, A.K.M. Najmul Islam (2022)	<i>Digital transformation of healthcare sector: What is adoption impeding and continued usage of technology-driven innovations by end users?</i>	Our study's primary goal was to identify the perceived obstacles and other impediments that prevent the uptake and long-term application of e-health advances.	The study was conducted with a qualitative method through open-ended essays;the respondents were between 25 and 50 years old, 22 of whom were male.	Through this research, barriers were identified from the viewpoints of healthcare organizations (threat perception and infrastructure hurdles), patients (usability and resource barriers), physicians (task-related health, patient care, and system barriers), and end users generally (self-efficacy, tradition, and image barriers). image limitations,

Author (Year)	Article Title	Purpose	Research Methods	Results
				tradition, and self-efficacy). By putting out a conceptual framework of resistance to e-health innovation that is founded on innovation resistance theory (IRT), our study provides a significant theoretical contribution. Recommendations for procedures that can hasten the spread of innovations in e-health.

The results of the literature review obtained 5 scientific articles with the title “*The adaptation of health care marketing to the digital era*” (Radu et al., 2017), This study by Radu G. et al. (2018) explored how digital marketing can enhance patient access to healthcare, specifically focusing on a dental clinic in Bucharest. By surveying 126 new patients, the research found that digital techniques are crucial for attracting new clients and improving overall healthcare service delivery. The second title is “*Performance Evaluation Of Digital Marketing In Health Care Industry With The Application Of Data Envelopment Analysis*” (Qian et al., 2018). This study aimed to assess the performance of digital marketing in the healthcare industry by evaluating factors like quality, cost-effectiveness, and market execution. Using the Delphi method to gather expert opinions, the research found varying levels of digital marketing efficiency among healthcare institutions. One institution demonstrated high efficiency, while six others showed moderate efficiency. However, a significant proportion (42%) of the institutions exhibited low digital marketing efficiency, suggesting a need for improvement in this area. This study emphasizes the varying levels of digital marketing efficiency among healthcare institutions.

The third title is “*The Internet of Things: Impact and Implications for Health Care Delivery*” (Qian et al., 2018). This study explores the impact of Internet of Things (IoT) technologies on healthcare delivery. IoT, a network of interconnected devices that collect and share data, has significant potential to revolutionize healthcare. The research highlights how IoT applications can improve patient care by enabling proactive health monitoring, remote patient management, and more efficient healthcare delivery systems. The findings suggest that IoT represents a promising avenue for advancing healthcare globally. This study emphasizes the potential of IoT to transform healthcare delivery through better patient care and more efficient healthcare systems.

The fourth title, “*How digital transformation can help achieve value based healthcare: Balkans as a case in point, dan Digital transformation of healthcare sector*” (Rosalia et al., 2021). This research shows that digital transformation can significantly contribute to achieving value-based healthcare. By connecting patient-reported outcomes with digital health advancements, operational excellence in healthcare can be achieved. Additionally, by creating a clear ecosystem, every patient will receive sufficient information on how they can achieve better health outcomes during their treatment.

The fifth title, "What is adoption impeding and continued usage of technology-driven innovations by end users?" (Iyanna et al., 2022), This study delves into the barriers hindering the widespread adoption and sustained utilization of e-health innovations. Through qualitative research, it identifies various obstacles perceived by healthcare organizations, patients, physicians, and end-users. These barriers encompass concerns related to data security, limited resources, usability challenges, resistance to change, and a lack of self-efficacy. By developing a conceptual framework grounded in Innovation Resistance Theory (IRT), the research offers a comprehensive understanding of why e-health innovations often face resistance. The findings can serve as a foundation for developing effective strategies to promote the adoption of digital health technologies.

DISCUSSION

Digital transformation is a term that refers to processes and approaches that use digital technologies to rapidly change the way businesses operate and serve consumers. This is especially important for growing a business in the field of medical care services. In this instance, strategic thinking entails drawing in new clients and providing great healthcare services to ensure patients are satisfied and increase their chances of recommending the healthcare facility to others. Perhaps due to the targeted promotion of services, social networking sites play an important role in conducting promotions with high response (Rachmawati et al., 2022). Hospitals can employ successful tactics to advertise superior services in order to outperform their competitors in the market (Merrynda & Andriani, 2023). Components of the Internet of Things (IoT) include connectivity, standards, smart analytics, smart actions, networks, sensors, analytics, devices, cloud, and user interfaces. The development of the Internet of Things (IoT) provides a launch for health innovations that encourage people to manage their own health and improve well-being. More and more healthcare delivery practices are technology-enabled, allowing health systems to deliver flexible service models. The way companies create value in daily operations has been greatly influenced by the Internet of Things (IoT) (Rusnawati & Hariyati, 2022).

According to Iqbal's research (2022), six indicators in the application of digital marketing in marketing are accessibility, interaction, entertainment, credibility, distraction, and information. In addition, four main components of human resources, processes, policies, and infrastructure contribute to improving the quality of health services. In digital marketing, social media can be used to promote and promote healthcare products by uploading information about the product's offerings and benefits (Saputra Mokoagow et al., 2024). Links, pop-ups, and banners can also be used as marketing strategies to direct customers to the healthcare website itself. Relatively quick results can be guaranteed by optimizing clinical management and leadership. The return on investment for healthcare organizations is expected to increase steadily as patients are drawn to universal, validated, and evidence-based service quality. In expansion, the healthcare industry has started to utilize different data securing channels, counting organize stages for inside gatherings, assistant preparing stages for inner administrations, moment informing administrations for outside clients to rapidly meet client needs, and association instruments to discover more modern participation openings (Kurniawan et al., 2021).

Competitive ability is affected by digital transformation, according to previous research. Healthcare services such as hospitals have a greater competitive advantage as digitalization increases. Business digitization is part of industry 4.0 that is changing the business environment. In addition, digitalization can be a challenge for many companies to survive in a digital environment full of competition, so companies must have the ability and readiness to experience digital transformation (Wasi & Prayoga, 2022). Incorporating digital

transformation into a hospital's marketing strategy involves many important elements that can improve patient experience, hospital operational efficiency, and marketing efficiency. In terms of products, digital transformation generates new products in healthcare. In addition, digital transformation offers value-based services and a better experience for patients in terms of process flow efficiency and time (Yani, 2018). Furthermore, digital transformation provides greater flexibility in marketing methods. Hospitals can deliver health information to the intended target market easily without losing the opportunity to reach other target markets. Digital transformation serves as a means to connect the target market, in this case patients, to hospitals in terms of location or distribution. Although social media functions more as an informational medium, the growing use of social media also supports this access (Santosa & Vanel, 2022). It uses social media as part of a promotional marketing strategy. All social media features in general have an interconnected system. A study shows that Facebook is the most popular platform, followed by Instagram and Twitter. In the context of healthcare facilities, marketing in the form of images and videos has received significant attention. One of the healthcare marketing methods that has the highest level of patient engagement is social media (Burhan & Sulistiadi, 2022).

CONCLUSION

Digital transformation plays a crucial role in modern hospital marketing. By leveraging digital platforms, hospitals can effectively market their services, increase patient reach, and enhance brand perception. This digital shift not only improves patient access and satisfaction but also streamlines hospital processes and improves cost-efficiency. Ultimately, these advancements contribute to providing high-quality, safe, and affordable healthcare services for all, aligning with the fundamental right of every individual to access quality healthcare.

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