

Kommunikationsleitfaden Eines Patientenhotels Am Beispiel Des Bumrungrad Hospital In Thailand - Elisa Oelke

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Das Ziel dieser Hausarbeit ist es, einen Kommunikationsleitfaden für ein Patientenhotel eines Krankenhauses in Deutschland zu gestalten. Als Beispiel wird das Krankenhaus Bumrungrad in Thailand angeführt, das bereits sehr erfolgreich und ganzheitlich ein Konzept der Patientengewinnung aus dem In- und Ausland verfolgt. Der Gesundheitsmarkt in Deutschland befindet sich in einer Umbruchphase, die eine neue Herangehensweise an die Art des Managements von Krankenhauspatienten verlangt, um kostendeckend operieren zu können. Bezugnehmend darauf wird die heutige Situation mit Hintergrundtendenzen und Zukunftstrends beleuchtet. Krankenhauspatienten sind in Deutschland gewissen rechtlichen Regelungen unterworfen, die den Spielraum einer Kommunikationsstrategie beschränken. Diese werden im folgenden vorgestellt und nach Wegen und Trends gesucht, trotz dessen ein effizientes Konzept vorzustellen. Ziel führend zu dem Kommunikationsleitfaden werden Hintergrundinformationen zum Thema Corporate Identity, Zielgruppenanalyse und Messbarkeit eines Konzeptes dargestellt, um dann im Detail auf die Kommunikationsstrategie eines fiktiven Patientenhotels einzugehen. In einem abschließenden Fazit beleuchtet, wie sich der Markt in Deutschland entwickeln wird. Author: Oelke, Elisa Publisher: GRIN Verlag Illustration: N Language: GER Title: Kommunikationsleitfaden eines Patientenhotels am Beispiel des Bumrungrad Hospital in Thailand Pages: 00021 (Encrypted PDF) On Sale: 2006-01-01 SKU-13/ISBN: 9783638458276 Category: Business & Economics : Marketing - General

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