

# Healthcare Organisations in a Global Marketplace: A Systematic Review of the Literature on Healthcare Marketing

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## **Abstract**

This was a systematic review to explore the nature of marketing of healthcare organisations in an international context. The objectives were to: systematically collect, document, scrutinise and critically analyse the current research literature on healthcare marketing; establish the scope of healthcare marketing; identify gaps in the research literature, and make recommendations for further research in this field. The approach adopted was to search relevant business management and healthcare databases broadly for all literature germane to the subject matter, being guided judiciously by the objectives of the research. Researchers and practitioners are gradually recognising the importance of healthcare marketing as an important tool for healthcare industry growth. However, methodical application of marketing theories and concepts is not yet well embraced by all. Despite having substantial literature on the development of the global healthcare industry, limited scholarship exists to demonstrate that marketing strategies are being utilised by healthcare institutions beyond the traditional methods the industry has been used to. There are gaps in available data on the diversity of service providers, diversity of healthcare services available and their respective and comparative impact on healthcare marketing. This paper evaluates the literature on healthcare marketing, focusing on marketing strategies in the ever-growing healthcare international market.

**Keywords:** Healthcare, Marketing, Consumer Behavior, Internationalisation, Globalisation, Medical Tourism

**JEL Classification:** M31, I11

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