MARKETING STRATEGY FOR MANAGING PUBLIC HEALTH CENTERS (PHCs)

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ABSTRACT

Globally, governments are searching for ways to improve equity, efficiency, effectiveness and responsiveness of their health systems. At present, there is no agreement on optimum structures, content, and ways to deliver cost-effective services to achieve health gains for the population. However, in recent years there has been an acceptance of the important role of primary healthcare in helping to achieve these aims; providing cost-effective healthcare to the general population. Primary healthcare is essential healthcare based on practical, scientifically sound and socially acceptable methods and technology made universally accessible to individuals in the community through their full participation and at a cost the community and country can afford to maintain at every stage of their development in the spirit of self-reliance and self-determination.

The research has been carried out with a purpose to understand the various facilities available in primary health centres. It also stresses upon the marketing strategy through which primary health centres can enhance their client base.

The major stresses were upon General Healthcare, Primary Healthcare, manpower available, facilities available, population of the area and the people response to the available resources.