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### **FEATURES OF MARKETING IN DENTISTRY**

Dental medical institutions (especially private dental institutions) face the task of ensuring patients' interest in treatment in certain clinics.

Advertising cannot be considered as a mere "conquest" of patients. Promotional activities should inform patients about the range of medical dental services that can be provided by them, and, in addition, explain why certain services are necessary for a particular patient, and why you should contact a particular dental institution.

The main task of the doctor, as well as the head of a medical institution of any scale is the treatment of the patient, which is carried out using innovative diagnostic methods and rational clinical techniques.

In order to ensure the achievement of the functioning of dental structures at the desired level, it is necessary to develop and apply a scientifically sound advertising strategy.

Advertising strategy is a conceptual model of influencing the motives, interests, needs and behavior of the consumer by providing him with information about the consumer value of goods or services, taking into account: a) their production and prospects for sale on the market; b) strengths and weaknesses of competitors; c) opportunities and prospects for the development of the manufacturer.

It is necessary to clearly define the funds, forms, goals of actions, as well as their ordering according to the level of significance and time with the help of the media. In turn, the implementation of advertising strategy complies with the principles and laws of marketing.

The main tasks of advertising in dentistry can be considered as follows: informing the patient about the content of services; motivating the need for services, usefulness in general and in a certain technical implementation; belief in the justification of the patient's costs; informing about which medical institutions will best meet the needs of the patient.

In order to ensure the full load of the dental clinic, especially in periods when the number of patients is declining, it is necessary to develop an advertising strategy based on research.

It is advisable to identify additional characteristics of patients (conditionality of access to a particular clinic, continuation of treatment in it, priorities in the work of doctors and medical staff). The most stable types of patients of dental structures of each class should also be identified.

The essence of advertising strategy depends on what kind of marketing the manufacturer intends to carry out. In addition, it should be noted that advertising must comply with the rules of such types of advertising as advertising that inspires and advertising convinces.

Based on the above, we can conclude that compliance with the rules of marketing and advertising in the field of dentistry can achieve the desired result in providing a particular dental structure with a volume of work. It should be noted that the development of an adequate advertising strategy and the correct organization of advertising activities contribute to the most economical marketing and advertising in dentistry.