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Patient's behavior and how to build their loyalty in using skin hospital services

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This study is about customer behavior, service quality, marketing mix and its effect on loyalty by completing a questionnaire of 200 patients and an interview form that includes 15 patients and staff of tertiary skin hospital in Bangkok, Thailand. In searching behavior, they believed others than the internet and their's own. Patients were satisfied with the service quality and marketing mix. The service qualities that result in disloyalties include empathy, tangibles and reliability. While, the marketing mix problem comprises personnel, signposts, expensive parking places, complicated processes, crowded physical evidence, non-unique products and costly drug. The reliability of treatment outcomes and empathy primarily affects loyalty. In comparison, the main part of the marketing mix that affects loyalty is promotion and people. Hence, the first proposed solutions are divided the promotion program into two groups, focusing on procedures for those who live

near and teledermatology for those far away. Secondly, to solve the feeling of unreliable treatment in chronic diseases, we suggest installing the hospital system's application, which automatically provides information for incurable but treatable conditions, enhances patient understanding and reliability.

Biography

Apasee currently is a dermatopathology staff at the institute of dermatology, ministry of public health, Thailand. She is a board-certified dermatologist, also completed the fellowship in dermatopathology, from the faculty of medicine Chulalongkorn University in 2020. She has published studies about discoid lupus erythematosus and NK-T cell lymphoma. Now, she is researching services management and marketing with the University of the Thai Chamber of Commerce in Bangkok, Thailand, to improve patient loyalty in the dermatology department.

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