

2nd Annual International Conference on Accounting and Finance (AF 2012)

Marketing planning of consumption of blood and blood products

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Abstract

Health has no counter-value. It is not traded and the health market does not exist as a classic form of market in other industries. From the economists' perspective health can be considered as the basic raw material produced by consumers, and therefore each level of the health stock of an individual and its level of decrease is a consequence of numerous factors beyond the control of the individual itself.

Due to the great importance of blood and blood components being drugs of human origin, European Union legislation in the field of transfusion aims to provide so called "safe blood", whose collection is done on the principles of voluntariness, anonymity and for free of charge.

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Keywords: *blood management; health marketing; health market; marketing objectives; marketing strategy*

1. Introduction

It is hard to imagine modern business, nowadays, without the marketing planning, which is the cornerstone to the future design and analysis of performed business activities and procedures. Marketing planning is a part of the management process that controls the future situation of an organization, so as to determine primary goals and the most efficient means to achieve them.

On the first sight, perhaps largely unknown, unattractive and completely insignificant discipline, marketing planning of blood and blood products consumption upon which, practically, all surgical intensive procedures lie.

Most of the works of health economists in the field of marketing is focused on goods such as drugs, alcohol, tobacco, etc. Rare are the examples dealing with health or pharmaceutical marketing. Up to now,

economic experts, consciously or not, left health sector and all flows within it to health care workers – medicine workers, dentists and pharmacists. Since the beginning of the eighties, however, the trend changed by economists entering into the health sector, which is in line with the macroeconomic picture and Bosnia and Herzegovina's devotion to join the European Union.

2. Blood management development

In medical practice, blood is used as a pharmaceutical tool, all because of its achievements in fields of its collecting, processing, storage and distribution. The fact that the most common risk in blood transfusion comes from an error in the blood delivery, supports the claim that blood is considered very important pharmaceutical agent.

For centuries, battlefields were the place where the surgeons faced the loss of blood and on the very battlefield bleeding was identified as the cause of death. After the attack on the World Trade Center in New York, September 11th 2001, medical doctors of the United States of America Army joined the Society for the Advancement of Blood Management, and the interest for this type of management increased. High prices of blood transfusion in the war times and logistics difficulties, demanded new approaches to blood storing.

The main reason for defining the process of ensuring sufficient amounts of blood is reflected in the need to provide sufficient quantities of high quality and safe blood, as well as to set standards of health care, in the field of transfusion, that meet the highest European standards, in the process of collecting, testing, processing, storage, distribution and release of human blood and blood components.

Bosnia and Herzegovina's commitment are European integrations, and the goal of present European Union legislation in the field of transfusion is to provide blood and blood components as a remedy of human origin based on the principles of voluntary, anonymous and free donating from the own sources. This implies a good organization of transfusion services and quality control as one of the conditions for safe and quality transfusion treatment which is available to every patient.

High level of human blood usage in therapeutic purposes implies respect of certain principles formalized in the form of an EU directive by the expert bodies and the European Union Commissions for Transfusion Medicine. This directive dating from 2002. and later adopted amendments, establishes quality and security standards regarding the collection, testing, processing, storing and distributing blood and blood components. It is applied in the European Union countries and other countries that are in the process of accession to the European Union. In this regard, and in order to prepare for international integration project was launched under the name "Safe blood" so as involve Balkans countries in the process of standardization and adjustment to European norms in this field.

3. Health marketing

Health Marketing Development opened health institutions for breakthrough of concepts and methods from other industries and has helped the development of modern business practices in the area of health. Request for marketing skills is certainly growing. Profitability of health personnel who understand marketing can be very significant. Health institutions at the present, and especially in the future, will certainly value such skills.

The focus of economists for health care can be, inter alia, explained by the fact that health has no counter-value. From the economists' perspective health can be considered as the basic raw material produced by consumers, and therefore each level of the health stock of an individual and its level of decrease of consequence of numerous factors beyond the control of the individual itself.

Considering health as "raw material", some governments have passed a series of laws, regulations and recommendations regarding the use of health services.

Rights defined in the Convention on human rights in Nice 2001, are to be applied as well to the patients' rights in countries whose national laws do not care about the protection.

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