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Marketing practices in private medical practice: a case of Hôpital la Croix du Sud

Abstract

The Government of Rwanda's Vision 2020 considers services sector as a critical pillar for the country to become a knowledge-based economy. Promotion of investments in private health sub sector as well as in business services, transport, logistics and distribution services and in financial services is a priority. The private health sector businesses include health services providers such as clinics, hospitals, diagnostic facilities, pharmaceutical distributors, medical, nursing and paramedical institutions, financing or insurance institutions and manufacturing companies. In the context of the current Rwandan competitive marketplace, owners of private clinics and hospitals have to develop and implement marketing strategies in order to attract and hold their customers and create business partnerships and alliances. They have to know how to manage profitable customer relationships and understand the marketplace and consumers with the ultimate goal of designing a customer-driven marketing strategy and marketing mix. The purpose of this case study was to describe marketing practices of the main private hospital of Kigali, Hôpital la Croix du Sud in order to create customer value and capture value in return. The study found out that health care marketing in Rwanda is at embryonic stage. The management of the hospital has adopted a customer-driven and oriented business strategy by focusing on two main marketing strategies: public relations and customer care services. There are challenges and problems associated with practicing medical marketing including among others lack of regulation and legislation on health care marketing. This calls the government and business community in particular and the public in general to be aware of the importance of health care marketing in the improvement of customer care services and the support needed to create profitable long-term customer relationships in service-