UnitedHealth Group is a care provider situated in the U.S and is recognized as a World leader in aiding individuals attain a healthy wellbeing and assist in improving quality of care for everyone. UnitedHealth Group is a company dedicated to presenting groundbreaking strategies, products and services that have the capability to advance individual health and encourage healthier populations in both local and national communities in the United States. UnitedHealth Group provides its products and services to its clients through two major platforms which include UnitedHealthcare and Optum (Berkowitz, 2010). In this paper, we will be discussing marketing strategies for UnitedHealth Group.

Direct Impact of Marketing for UnitedHealth Group

UnitedHealth Group general capabilities are based in clinical understanding, innovation and data information. In clinical understanding, the establishment obtains the know-how and practice in consolidating healthcare resources to better meet client’s needs. The company is competent in technology since it enables diverse collaborations at varied level and complexity which helps in connecting all members in the healthcare system. The company is also competent in data and information since it integrates exclusive abilities in gathering, organizing and examining information and the capability to interpret data into operational data in the healthcare environment. UnitedHealth Group uses marketing mix as their market strategy by ensuring that their company brand covers all the 4 ps. The company uses two significant business branches to offer more than 70 million individuals across U.S. The UnitedHealth care is one of the business platforms which provide care treatment and benefit products and services and the Optum is the other business branch which offers data and technological care services. UnitedHealthcare is the corporation’s business branch that takes care of diverse markets in various geographic areas and it offers a extensive variety of health benefits products to people, families, companies and others. The company uses a marketing mix product strategy in both the UnitedHealthcare and Optum business platform to improve the care organization and delivers software and data products. The direct impact of marketing in the two business platforms for the healthcare provider is the efficient and effective provision of healthcare benefit products to a wide population and also provision of soft-wares to monitor health (Stroh, 2005).

UnitedHealth Group Strategy for Utilization of its Products and Services

UnitedHealth Group core a principle is assisting individuals have better wellbeing and also improve quality of care for everyone. To achieve this objective, the company needs to integrate sustainable strategies. UnitedHealth Group was among the first health care providers to raise a red flag on their losses in regards to the Obama care plans which led to the accommodation of various strategies to ensure that the company gains competitive advantage both in the local and international market. Due to the increase in globalization, products and services globally have become increasingly integrated which led to the company adopting a strategy that would enable its products and services to compete in the domestic and international market. Due to international markets being less penetrated and less competitive than the domestic market, the company increased its partnerships with international healthcare providers and also adopted an integrated approach to improve quality of services and increase customer satisfaction and reducing healthcare costs. The other strategy was through the use of collaborative care which involves the company business platforms collaborating with physicians and clinics to improve quality of healthcare through the use of innovation, analytical practices and management efforts to combine patients’ data which is normally identified as “population management practice”.

UnitedHealth Group Marketing Strategy

UnitedHealth Group is a company that offers a wide variety of products and services to its clienteles through the use of marketing mix strategy. Utilizing marketing mix approach, the company focuses on the four key areas which include the product, price, place and promotion. The establishment delivers their products through significant business branches that serve different regions and provide soft-wares for monitoring health and health care benefit products. The corporation delivers a wide variety of services and the prices for each service differ dependent on the kind of coverage that customers favor. The prices differ from persons to relatives, businesses, doctors and agents. The corporation is situated in the U.S and it serves significant markets in different geographical regions. UnitedHealth Group offers its products and services in 24 states in America and it also targets international markets such as Brazil, Portugal, India and UK. This demonstrates the marketing mix strategy in accordance to place. The other key area in the company’s marketing mix strategy is promotion whereby UnitedHealth Group makes use the digital media since it has social media existence through platforms such as Facebook, Twitter, You Tube, LinkedIn and RSS. The company has an extensive variety of services such as your 24 Hours Nurse, Rally, Virtual Visits, Cost estimator and many others which are effectively marketed to their clients through the use of social media platforms. The company also uses innovative tools to aid in managing claims, tracking expenses, recording and safely storing patient’s information. The other major outlet that the company uses to market its products and services is through technological platforms, TV advertisements and print advertisements in newspapers and magazines. The company’s community social responsibility efforts have also been part of its marketing strategy to promote their products and services to their clients both in the domestic and international market (Stroh, 2005).

Three ways in which UnitedHealth Group can Shape its customer’s buying decisions

The health care systems both local and international are struggling with the rising healthcare costs and uneven quality in care despite the increase in technological use and proficiency in healthcare training. In the changing healthcare environment, health care providers need to adopt different strategies that will enable them to transcend from the outdated price decrease efforts to respond to innovative payment approaches to enable them grow their market share and at the same time improve patient outcomes. One of the strategies that UnitedHealth Group can use to shape the buying decision of its patients is by using the strategy of value transformation which will enable the health care provider to move into high-value health care delivery system which is independent and mutually reinforcing to improve quality of care which will influence their customer’s buying decisions. The other strategy is the use of integrated practice units which will enable the provision of holistic care to all the health needs of a patient increasing positive outcomes in healthcare which will influence patient needs. Another approach is the use of bundled payments for care cycles which is a payment strategy that is integrated to the holistic needs of a person with specific health condition and this strategy will enable the company to profit from enhanced competence while upholding or refining patient results which will influence patient’s buying decisions (Kotler et al, 2011).

Conclusion

In conclusion, UnitedHealth Group is an American health provider that uses two major business platforms to improve quality of service and patient satisfaction in the care organization. The company uses a marketing mix approach to promote its products and services both in the domestic and the international markets in the aim of achieving its overall goal of assisting individuals to have healthy wellbeing and aid in improving quality of care for everyone.

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