

EFFECTIVENESS OF INTERNAL AND EXTERNAL
MARKETING STRATEGIES OF DENTAL CLINICS
IN SELECTED TOWNS OF CAVITE

Thesis

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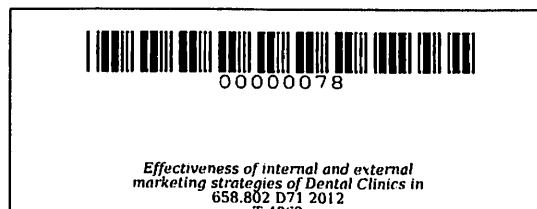
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**EFFECTIVENESS OF INTERNAL AND EXTERNAL MARKETING
STRATEGIES OF DENTAL CLINICS IN
SELECTED TOWNS OF CAVITE**

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ABSTRACT

DONEZA, HANNAH A. Effectiveness of Internal and External Marketing Strategies of Dental Clinics in Selected Towns of Cavite. Undergraduate Thesis. Bachelor of Science in Business Management major in Marketing Management, Cavite State University, Indang, Cavite. October 2012. Adviser: Dr. Florindo C. Ilagan.

The study was conducted to determine the effectiveness of internal and external marketing strategies of dental clinics in selected towns of Cavite. Specifically, the study aimed to describe the characteristics of the dental clinics in terms of years in operation, number of personnel and size in terms of floor area; identify the internal and external marketing strategies of dental clinics; determine the level of effectiveness of internal and external marketing strategies in terms of repeat service, patient referrals and number of clients; identify the preferred strategy of dental practitioners; examine the relationship between characteristics of clinics and the marketing strategies; and examine the relationship between characteristics of dental clinics and effectiveness of its internal and external marketing strategies;

The study was conducted in selected towns of Cavite namely, Bacoor, Cavite City, Dasmariñas City, General Trias, Imus City, Kawit, Naic, Noveleta, Rosario, Tanza and Trece Martires City. The respondents of the study were the dental practitioners who run a private dental clinic with a total population of 70. Random sampling was used to identify the respondents by their towns.

Seventy dental clinics participated in the study. Most of the dental clinics have been operating for five years and below (36%); with only one employee (44%); and a clinic size of 25 square-meters and below. Majority of the dental clinics were not accredited by the Health Maintenance Organization (71%).

Level of effectiveness of internal and external marketing strategies was measured in terms of repeat service, patient referrals and number of patients. Results indicated that the effectiveness of internal and external marketing strategies were high in terms of repeat service, patient referrals and number of patients. It was revealed that dental clinics preferred the internal marketing strategies compared to external marketing strategies.

Spearman Rank Correlation was used to test the association of the characteristics of the dental clinics to the marketing strategies and also to the characteristics of dental clinics and effectiveness of its internal and external marketing strategies. The results found out that the internal marketing strategies had a relationship with the years of operation of the dental clinics.

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EFFECTIVENESS OF INTERNAL AND EXTERNAL MARKETING STRATEGIES OF DENTAL CLINICS IN SELECTED TOWNS OF CAVITE^{1/}

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INTRODUCTION

Marketing is a part of every industry's venture that will never end in the cycle of business practices (Shahhosseini et al., 2011). Today, many corporate players have entered the dental health care market to provide and promote dental services with a much aggressive marketing strategy. This has left many of single private clinics struggling (Verma, Saini & Nawal, 2011).

Being a dentist is a social activity. It is one of the most personalized relationship-driven intimate services (dentalstrategy.ca). Verma et. al., (2011) stated that as the dental marketplace becomes more competitive, general dentists are more likely to feel they must actively market their practices in order to stay in business. Even when popular and effective marketing strategies are known and understood, the people implementing them need to have knowledge and understanding of how a dental marketing works in order to be truly effective and get the best results (brandegy.com). Successful dentists must