

Public relations in the context of public healthcare

A brief historical overview of the public healthcare development

Public healthcare, according to its definition, consists of organized health efforts directed to communities rather than to individuals, relying on a combination of science and social approaches (Jirouek and Morrow, 2004b). The history of public healthcare can be traced to ancient times and shamans that cured and prevented disease (Porter, 1996). During fifth and fourth centuries B.C., a Greek doctor Hippocrates explained disease and therefore rejected supernatural causes (Adams and Arbor, 1976).

A step towards creating beginnings of the public healthcare started in the sixth century in Europe during the outbreak of leprosy. Physicians separated patients which brought to opening of "leprosanter", leper houses and the beginning of quarantine. It is estimated that by the end of twelve century there were more than 15,000 "medical" houses open in Europe (Fronimus, 1950). By the middle of fifteen century, major cities in Italy established boards of health who were in charge of investigating existence of plague, establishing quarantine, issuing health passes, arranging burials and managing leprosanter (Cipolla, 1976). In Germany, between 1779 and 1818, a major contribution to public health was made by Johann Peter Frank, a hospital administrator, published a six volume proposal "System of Complete Medical Policy" where he showed a scheme of governmental programs to promote health and protect population from disease (Ackerknecht, 1952). Next and one of the most important steps in defining public health was publishing of "Report of a General Plan for Promotion of Public and Personal Health" in 1850, authored by Lemuel Shattuck, first president of the American Statistical Association. This report brought fifty recommendations and a model of state public health law (Rosen, 1993).

In the twentieth century complexity of public health problems led to the establishment of academic programs to expand research. University of London and Harvard University were the pioneers of those research programs. By the mid twentieth century, public health activities had evolved into fields of communicable diseases control, environmental

sanitation, maternal and child health services, health education, occupational and industrial hygiene, nutrition, and, in most developed countries, the provision of medical care (Wallace, 1998). Today it can be said that public health services function all around the World preventing diseases and influencing behavioural factors.

Social marketing and public healthcare

The concept of public relations within the healthcare is grounded on the fundamentals of social marketing. As it is known from the previous sections, public relations can function as a part of marketing mix. When it comes to public healthcare, public relations lead a crucial part in social marketing.

Kotler and Zaltman first introduce the concept of social marketing in the early seventies (Kotler and Zaltman, 1971). The authors defined social marketing as "the design, implementation, and control of programs calculated to influence the acceptability of social ideas and involving considerations of product planning, pricing, communication, distribution, and market research [...] it is the explicit use of marketing skills to help translate social action efforts into more effectively designed and communicated programs that elicit desired audience responses" (ibid, p6). More recently, the definition of social marketing has been re-shaped as "the use of marketing principles and techniques to influence a target audience to voluntarily accept, reject, modify, or abandon behaviour for the benefit of individuals, groups, or society as a whole." (Kotler, Roberto and Lee, 2002, p. 5).

Nevertheless, social marketing has encountered some controversy when it comes to public health care. As Villacorta (2008) noted, the application of marketing to health care has been the subject of some scepticism from various sources, not least healthcare employees, due to the following reasons:

- marketing is more about commercial as opposed to healthcare objectives;
- the competition upon which marketing is based will bring about the pursuit of profit and not quality of care;
- health care is different from other services/ products, and is less amenable to the techniques and approaches of marketing;

The Law In Its Relations To Physicians

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The Law In Its Relations To Physicians:

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