Record Nr. UNINA9910969035803321 Autore Greenspan Benn Titolo Health care marketing // guest editor, Benn Greenspan Pubbl/distr/stampa Bradford, England, : Emerald Group Publishing, c2002 **Emerald Group Publishing Ltd ISBN** 9786610479238 9781845446703 1845446704 9781280479403 128047940X 9781845446895 1845446895 9781280479236 128047923X Edizione [1st ed.] Descrizione fisica 1 online resource (95 pages) Journal of consumer marketing;;.19, no. 7 Collana Altri autori (Persone) GreenspanBenn Disciplina 362.10688 Soggetti Marketing Medical care - Marketing Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Bibliographic Level Mode of Issuance: Monograph Nota di contenuto Contents -- Abstracts and keywords -- Editorial comment -- Guest editorial -- Loyalty strategy development using applied member-cohort segmentation -- Primary care physicians' attitudes toward direct-toconsumer advertising of prescription drugs: still crazy after all these years -- Patient/enrollee satisfaction with healthcare and health plan -- Buyer beliefs, attitudes and behaviour: foods with therapeutic claims -- Using data mining/data repository methods to identify marketing opportunities in health care -- The American Hospital Association's Annual Survey of Hospitals: a critical appraisal -- Internet currency --A note from the publisher -- Index to volume 19, 2002 -- Call for

About the guest editor. Benn Greenspan has been the President and

CEO of the Sinai Health System since January 1991. He held numerous

papers.

Sommario/riassunto

positions within the growing Sinai Health System for 15 years before he became the CEO. During his tenure as CEO, Mount Sinai Hospital won the Foster McGaw prize - the industry's national award for creative and effective community health service.