

## Marketing in Greek National Health System

**Paul Sarafis**, RN, MSc, MSc, PhD,

Lieutenant, Hellenic Navy, Athens Naval & Veterans Hospital, Greece

**Maria Malliarou**, RN, MSc, MSc(c), PhD(c)

Captain 492 Military Hospital Alexandroupolis, Greece

Scientific Collaborator Technological Educational Institution of Kavalla Nursing Department, Greece

**Kostantinia Karathanasi**, RN, MSc(c),

Captain Military Hospital,, Greece

**Vasiliki Roka**, RN, MSc,PhDc,

Lieutenant Hel. Navy, Athens Naval & Veterans Hospital, Greece

**Eleni Moustaka**, RN, , MSc (c)

Captain 401 Military Hospital, Athens, Greece

**Eleni Xenou**, RN, MSc,

Petty Officer, Athens Naval & Veterans Hospital, Greece

**Maria Tseroni** PhD,

Assistant Professor, Nursing Department, University Peloponnese, Sparta Greece

### Corresponding author

Maria Malliarou

Terpsithea Larisa Greece 41500

Mob: +30 6944 79 64 99 Email: [mmalliarou@gmail.com](mailto:mmalliarou@gmail.com)

### ABSTRACT

**Introduction:** The international financial situation in combination with an aging population and the appropriation of health services imposes the management of hospital services as a necessity for the survival of hospitals.

**Aim:** To examine the perceptions of 450 upper administrative hospital executives (Nursing, Medicine and Administrative services) in the wider region of Attica, on marketing, communication, and public relations in health-care.

**Population study:** Four hundred and fifty (450) higher health executives from the three basic fields of services in health institutions (medical, nursing, administration) constituted the total sample of the research. These people are employed at 9 of the 36 hospitals in the 3 Health Regions of Attica (H.Re).

#### Materials and method:

The type of design that was chosen (to gather data) for the study of attitudes and perceptions of the health personnel of the health institutions of G.S.H (Greek System of Health) is a cross-sectional survey.

**Results:** The participating subjects, even though expressed some reservations at first, formed a favorable attitude towards marketing and its application in the field of health-care. Statistically important correlations emerged between the perceptions of executives and their socio-demographic background including age, sex, education, and profession, work experience in health-care and specifically in their current position in the services as well as statistically important differences between doctors, nurses and administrators as to their perceptions of some issues in marketing.

**Conclusions:** From the comments in the survey it appears there is a need to apply marketing correctly when providing quality care, respecting the patients' rights and using human and not financial criteria as a guide. Based on the results of the research, important proposals are being submitted in the areas of health-care research, education and clinical practice.

**Key words:** attitude, perception, marketing, strategy, health services.