



L'Equipe de
recherche
MOS
(Management des
Organisations de
santé) &
l'Institut du
Management



Third Health Marketing International Day

organised at the French School of Public Health (Rennes) on 6 June 2014



with the
support of



In partnership with:



Call for papers

Deadline for submissions: 1 April 2014

“Hospital Marketing”, “social marketing”, “health marketing”, etc. These words brought together may appear contradictory and a long way from the terms used by current health organisations such as hospitals and other healthcare institutions, public health bodies or NGOs. However, over the last few years, the number of academic publications concerning this topic has increased ¹ and this has sparked interest from healthcare institutions, public health bodies and NGOs. For example, a few months ago, a French university hospital (CHU) created a “marketing director” position with the aim of “contributing to the development of a marketing strategy in order to propose a patient-driven health care offer”. In the same vein, an international seminar on social marketing was organised by the *Institut National de Prévention et d’Education Pour la Santé* (INPES) in 2010 ².

Nowadays, we can witness that certain health organisations are increasingly turning to the use of marketing tools: targeting of their service offering within a specific geographical area, positioning and promoting of their offers, fundraising, etc.

In keeping with this new trend, **the 3rd International Health Marketing Day** will ask the following question:

To what extent has marketing been integrated by health organisations?

This integration of marketing tools raises questions regarding the scope of the activities of health organisations.

¹ Crié *et al.* (2013), Innover en créant de la valeur grâce au marketing hospitalier, in *L’innovation managériale à l’hôpital*, sous la direction, de T. Nobre, 185-203, Dunod ; Merdinger-Rumpler C. (2006), Satisfaction du patient : un état des pratiques des hôpitaux publics français, *Journal d’Economie Médicale*, Vol. 24, n° 7-8, novembre ; etc.

² Gerard Hastings et Karine Gallopel-Morvan, « Marketing social. Critiques, limites et efficacité. », *Rencontres internationales de l’INPES*, 22 octobre 2010.

Some of the main topics that will be dealt with during this International Health Marketing Day are as follows (non-exhaustive list):

- What kind of marketing is used by health organisations and how is it specific to them?
- Is there a big gap between current health organisation marketing trends and what they could (should) be?
- What are the challenges faced in enabling health organisations to fully integrate marketing tools with the aim of producing value and innovation?
- What impact does introducing marketing strategies have on the management of health organisations?
- Can “patient-oriented” guidance be a source of value for both patients and health organisations (hospitals and other healthcare institutions, public health bodies or NGOs)?
- How can the effectiveness of prevention campaigns be improved?
- Etc.

Aims of the 3rd International Health Marketing Day

This 3rd Day addresses the need for a relevant reflection on the field of health marketing in order to assess the stakes and the perspectives within an ever changing context; globalisation and competition, legislation and regulation, social and societal.

Interdisciplinary in nature, this conference favours debate and exchange between researchers. It aims at creating a close interaction and dialog with professionals from the NGOs, public health institutes and health organisations during workshops oriented around current realities brought forward by the various contributors.

Four thematic Axes

Expected contributions should be from a broad and interdisciplinary perspective: marketing, communication, management, information science, psychology, sociology, economy, public health, etc. Expected papers should be related to one or more of the following thematic axis (the various thematic discussed herewith are indicative and non-exhaustive):

Axis 1: to question the needs for a functional and strategic marketing approach for the health institutions - hospitals and other healthcare institutions - (e.g. ownership of the marketing process, market orientation, internal-external interactive marketing, competition, cooperation and “coopetition”, T2A and marketing strategy, etc.).

Axis 2: Social marketing and public health, deviant behaviour prevention within the health context (e.g.: new modes, modalities and codes in the communication process, advocacy, therapeutic education, from communication on disease towards communication on health, etc).

Axis 3: Transversal issues in the health sector (e.g. pricing in health services, database and health industry, choices and arbitration in health, “disease management”, therapeutic education, etc.).

Axis 4: Pharmaceutical industry, health products and biomedical material marketing, health equipment’s industry and services, the industry of health-nutrition-beauty, etc. Evolution, revolution and perspectives (e.g. from the passive patient to the prescriptive patient, alternative markets for drugs, major conceptual shift presently occurring- from chemistry to genetic, from mass treatment to individualized curing, from acute to chronic, from curing to preventing, from push to pull, from patents to generics, from prescription to auto medication, global versus local, communication toward D2C, new stakeholders, etc.).

Two presentation types

- Standard academic papers (see instructions below) (15 minutes for presentation, 10 minutes for questions)
- PowerPoint presentations for professionals from the NGOs, public health institutes and health organisations (10 minutes for presentation, 20 minutes for debate).

Publication of academic papers

The accepted and presented papers (in French or in English) will be published as proceedings on the website of the conference. Best papers selected by the members of the scientific committee will be published in the **Journal of Health Care Management and Economics** -Journal de Gestion et d'Economie Médicale- (FNEGE 2013, AERES and CNRS) in 2015 ³.

The **Journal of Health Care Management and Economics** is an applied research periodical dedicated to the following topics: economics of healthcare, healthcare policy, management of health systems, and medical and economic evaluation. The Journal is issued eight times a year. Editorials, Original Articles, Methodological Articles, Brief Reports, and Letters to the Editor in English and French are equally welcome.

Papers are also welcome in:

Si votre recherche, fondamentale ou appliquée, présente une contribution académique significative, soumettez-la sans plus attendre à l'une des deux revues scientifiques de l'afm (www.afm-marketing.org)



³ Subject to a sufficient number of eligible papers.

Agenda

Tuesday 1 April 2014	<ul style="list-style-type: none">- Submission deadline for the academic papers in French or in English (electronic file)- Submission deadline for the PowerPoint presentations (electronic file)
Wednesday 30 April 2014	<ul style="list-style-type: none">- Notification of acceptance/rejection of submitted proposal (academic papers and PowerPoint presentations)- Feedback on the accepted papers / communications from the scientific committee
Tuesday 20 May 2014	<ul style="list-style-type: none">- Deadline for the receiving of final papers / communications revised by authors (electronic file)- Diffusion of the final program
Friday 6 June 2014	- 3rd International Health Marketing Day in the School of Public Health in Rennes (EHESP, France)

Instructions for authors

All correspondence related to the call for papers process should be made electronically (last name_first name.doc or .ppt) to the following address:

jimsrennes2014@gmail.com

1/ **Academic papers** in French or in English will follow the instructions for authors of the **Journal of Health Care Management and Economics** -Journal de Gestion et d'Economie Médicale-

. Authors should prepare the manuscript with the following sections in mind: Title, Abstract, Introduction, Materials and Methods, Results, Discussion, Conclusions, References. A special attention should be given to the methodology and to the statistical analysis: these parts are systematically submitted to a vigorous examination.

. Articles should not exceed 12 double-space typed pages and 30 references.

. **The title page** should include the title of the article (no more than 50 characters) in French and English, the name(s) of the author(s), his or their affiliation(s), and the name and complete address of the author responsible for correspondence.

. The second page should include **the abstract and the key-words**. The abstract, when required, should not exceed 250 words. It should be written in French and English and indicate clearly the objective of the study, the methods, the main results with numerical results / figures, and a conclusion. Five key-words should be provided in French and in English.

. **The text** should be typed double-spaced on one side of A4 format paper with 3-cm margins. Pages should be numbered in the top right corner.

. **Tables and figures** should be scarce, concise, and self-explanatory. They should be provided on separate pages, one per page. The tables should be typed double-spaced with a complete title, no vertical lines, and numbered in the order of appearance in the text with Roman numerals. Figures should be used only when necessary for more clarity. All figures should have detailed legends typed together on a separate page. The figures should be numbered consecutively with Arabic numerals.

. **References** should be listed and numbered consecutively. They should appear throughout the text in square brackets. They should follow the Vancouver style:

. Reference of an article in a periodical – If authors are six or less, list all authors. If they are seven or more, list only six authors then “et al.”. The last names of the authors should be followed by the initials of their first names, in capitals, without separations or punctuation marks. Consecutive author names should be separated by a comma, the last one followed by a period. The title of the article should be followed by a period. The name of the periodical should be abbreviated according to Index Medicus followed by a space, the year of publication, a semi-colon, the volume number, a colon, then the first and the last page numbers separated by a dash.

Ex: Weinstein MC, Stason WB. Foundations of cost-effectiveness analysis for health and medical practices. N Engl J Med 1977;296:716-21.

. References of an article in a book – List in the following order: the name of the author(s), the title of the article then the title of the book in italics separated by “In:”, the edition order (when not first edited), the place and the publisher separated by a colon, the year of publication, the first and the last page numbers or the total number of pages.

Ex: Huguier M, Maisonneuve H, Benhalou C, et al. Les références. In: La rédaction médicale. De la thèse à l'article original. Paris : Doin Editeurs. 1992:105-18.

. **The acknowledgements** should be typed on a separate page and include the financial support of the work.

2/ All **PowerPoint presentations** will be standardized once received. The first slide will include the presentation's title, the author's name, titles and his related institution; the last one will be used for bibliographical references (if needed).

Scientific Committee

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Registration

Registration to the 3rd International Health Marketing Day includes registration fees + Networking Break + lunch:

- . Non Academic participant: 200 euros
- . Academic participant: 120 euros
- . ARAMOS or AFM Member : 75 euros
- . Author or co-author of a paper / communication: 75 euros
- . PhD students and students: 50 euros

To better facilitate the organisation of the conference, thank you to send us by e-mail or mail before **April the 30th 2014** your registration form along with your payment or purchase order.

Location of the conference

Ecole des Hautes Etudes en Santé Publique (French School of Public Health), avenue du Professeur Léon Bernard, 35043 Rennes (France, Brittany). Rennes is located at 90 km of “le Mont Saint-Michel” and 65 km of Saint-Malo.

Information request

All information requests about the conference, the call for paper process and any other topic should be addressed electronically at:

jimsrennes2014@gmail.com, website <http://jims2014.iaelille.fr>



Program

8:30 – 9 :00 am	Welcome		
9:00 – 9:20 am	Welcoming remarks, Keynote speech: Laurent Chambaud, Director of the EHESP Roland Ollivier, Director of the Institute of Management Etienne Minvielle, Director of the research unit MOS		
9:20 – 10:45 am		Plenary sessions, guest speakers	
10:45 – 11:00 am	Networking Break		
	Workshop 1	Workshop 2	Workshop 3
12:45 – 2:00 pm	Lunch		
	Workshop 4	Workshop 5	Workshop 6
5:30 - 6:00 pm	Synthesis and Conclusion		
6:00 – 6:30	It's time to publish now ! Presentation of 3 academic Journals: JGEM, RAM and DM		