



Lille Economie Management (UMR CNRS 9221), IAE Lille, EHESP (IDM, EA 7348 MOS),
 UCL and IESEG
 Organize at the IAE Lille on 17th June 2016

4th Health Marketing International Day

with the support
 of:



association
 française
 du marketing



Call for papers

Deadline for submissions: 18th April 2016

The research topic that will be addressed during 4th Health Marketing International Day is:

Social Marketing

Social Marketing is defined as « the application of commercial marketing concepts, knowledge and techniques to analyse, implement and assess programs which aim is to modify the behaviours of target populations, in order to improve their well being and the society's welfare ». After a slow start in the early 70's, the aim and tools used in social marketing are nowadays increasingly adopted by various organizations that view them clearly as relevant to implement prevention programs (communication campaign, segmentation and target analysis, health behaviours competitive analysis, etc.). That is for instance the case of the Centres for Disease Control and Prevention (CDC) in the USA and the National Social Marketing Centre (NSMC) from the United-Kingdom created in 2007. In France however, the appropriation of social marketing by healthcare providers is still feeble. If the social marketing approach is neither much known nor much exploited on the field, the report from the national agency for public health delivered to the French health minister in 2015 does however recommend "the adoption of a social marketing strategy (or health marketing strategy). That suggests therefore for the future the possible increase of social marketing practices on the field.

Regarding the research in social marketing, it has increased in the 70's and the 80's at the instigation of academics such as Philip Kotler, Alan R. Andreasen or Gerard Hastings. An increasing number of articles have been published on the topic of social marketing. Additionally several academic

journals and conferences have been dedicated since the years 2000 to the fostering of social marketing such as the Journal of Social Marketing (created in 2011) or the World Social Marketing Conference which third edition took place in Australia in 2015. France is not left out of that movement as several French academic journals publish special issues dedicated to social marketing and health management (e.g., Recherche et Applications en Marketing in 2015, the Journal of Health Care Management and Economics in 2014). Moreover since 2010, the French marketing association has developed workshops devoted to social marketing.

In this context, the fourth Health Marketing International Day will be focusing on social marketing.

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

- What are the parameters of and specifics about social marketing?
- Is there a significant gap between the current practice of social marketing and what it could (or should) be?
- What are the challenges for health organisations to fully integrate social marketing practices, to build improved and innovative prevention programs and thus increase their global effectiveness?
- How can the effectiveness of prevention-based communication campaigns be improved through social marketing?
- What is the role of ethics in social marketing?
- What about health promotion and social marketing?
- Etc.

Aims of the 4th International Health Marketing Day

In the manner of the previous events, the 4th day addresses the need for an in-depth relevant reflexion on the health marketing and social marketing fields, in order to determine the stakes, parameters, perspectives and limits of an ever changing context at multiple levels: globalization and competition, legislation and regulation, social and societal issues.

Interdisciplinary in nature, this conference favours debate and exchange between researchers. Moreover it aims at creating close interactions and dialog with professionals from NGOs, public health institutes and health organisations during workshops focused on current realities brought forward by various contributors.

Five 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):

Axe 1: Social marketing in the field of public health, prevention and fight against addictive and deviant behavior ("santéisme"-“ Healthism”, noncompliance), innovative and strategic tools of the actors of social marketing (critical social marketing, advertising, lobbying , education, health promotion, public relations, community involvement, price and taxation policies, etc.).

Axe 2 : Digitalization of the health sector: Interdisciplinary topic by essence, digitalization in the heath sectors is a fast growing trend that occurs however in disparate ways. Regarding this particular topic, the pharmaceutical industry may be ahead of the game: to manage relationship with the doctor (e-detailing), health equipment industries such as General Electric have connected their scanners and MRIs to a “HealthCloud”; Surgeons perform surgery at a distance; hospitals are now using social media with 94% of them in 2014 being active on Facebook... in the USA; Patients consult the *Hospitalidee* webpage to collect information posted by other patients on the health structures or they exchange and share opinions on *Patientsworld*; mobile applications enables to improve and reinforce therapeutic education; social marketing run big data analysis to help organize and implement

programs, it also enables the creation of relevant applications dedicated to cessation support (e.g., the app “Tabac-Info-Service” provides assistance to quit smoking); connected bracelets help detect depressive episodes. Although scattered, mobile applications are in fact flourishing in the healthcare sector. Thus it is legitimate to wonder about the stakes specific to their development within this sector?

Axe 3 : 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, customer focus, internal-external interactive marketing, competition, cooperation and “coopetition”, T2A and marketing strategy, quality and satisfaction,...etc.).

Axe 4 : The challenges of marketing in pharmaceutical industry, health products and biomedical equipment, equipment industries, service companies, health-nutrition-beauty industry, etc. Evolutions, revolution and prospects (eg from inactive patient towards prescriber patient, drug parallel markets, pharmaceutical industry in healthcare system, major transitions underway; from chemical to genetics treatment, mass treatment to individualized treatment, chronic versus acute, curative versus preventive, 4P's medicine, from sick care (treatment of diseases) to health care (treatment of health), from push to pull, from the originator to the generic, rep's visit to e-detailing, from prescription to self-medication, from local to global, B to B to D to C communication , new stakeholders and new actors, etc.).

Axe 5 : Other cross-sectional issues in the health sector (eg health variable price, databases and health sector, e-health, mobile health, "disease management" and therapeutic education, redraw the links between the different actors of the sector health, mutual insurance platforms as regulators, ... etc.).

Two forms of communication are expected

- academic contributions questioning theories mobilized in the field;
- pragmatic contributions addressing field problems relating implementations of innovative procedures, which will highlight the trends and practices of organizations in the direction of implementation of strategies and marketing policies.

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 organizations (10 minutes for presentation, 10 minutes for debate).

Publication for academic papers

The accepted and presented papers (in French or English) will be published as proceedings on the website of Health Marketing International Day, unless the authors want it otherwise (Only presentation slides will be put online).

Calendar

Monday 18th April 2016	- - Submission deadline for the academic papers in French or in English (electronic file)
Monday 2nd May 2016	- Submission deadline for the PowerPoint presentations (electronic file)
Tuesday 17th May 2016	- Notification of acceptance/rejection of submitted proposal (academic papers and PowerPoint presentations) - Feedback on the accepted papers / communications from the scientific committee.
Wednesday 1st June 2016	- Deadline for the receiving of final papers / communications revised by authors (electronic file) - Diffusion of the final program
Friday 17th June 2016	- 3rd Health Marketing International Day in IAE Lille – Université de Lille

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:

jimslille2016@gmail.com

1/ **Academic papers in French or English** will have to follow the standards of the 32nd French marketing association conference: Papers (5 pages maximum using times 12 and 1 for line spacing and 2,5 margins, including bibliographical references, figures and appendix) that present a completed research on a conceptual and/or empirical level. The submitted papers will undergo a blind evaluation by two reviewers.

2/ **PowerPoint presentations** will have a free format. 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).

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)



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Registration

Depending on the subscriber's profile, the registration fees for the 4th International Health Marketing Day, that include delivery of the proceedings electronically, lunch and networking breaks, present as follows:

- . 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 full-time students: 50 euros

To facilitate the organisation of the conference, please send us before **April 30th 2016** by e-mail or mail your registration form along with your payment or purchase order.

Conference Location

IAE de Lille, 104, avenue du peuple belge - 59043 Lille

Information request: jimslille2016@gmail.com

Website: <http://jims2016.iaelille.fr>

