



Lille Economie Management (UMR CNRS 9221), IAE Lille, EHESP-IDM, l'EA 7348 MOS, UCL and IESEG

Organize at the IAE Lille on:

21st June 2018

<http://jims2018.iaelille.fr>

5th Health Marketing International Day

With the patronage of:



association française du marketing



1



Call for papers

Deadline for submissions: **21st April 2018**

The research topic that will be addressed during the 5th **Health Marketing International Day** is:

Health Marketing in the digital era

The term « health marketing » defines a systematic application of marketing principles to the very broad and heterogeneous field of health care. Even though the emergence of health marketing is celebrated by many authors as a specific field of research investigation (Berry and Bendapudi, 2007 ; Lega, 2006 ; Stremersch, 2008), few of them actually defines it in a clear and comprehensive manner as it encompasses a diversity of realities including “life sciences” marketing (Stremersch & Van Dyck, 2009 ; Manchanda et alii, 2005), social marketing (Kotler & Zaltman, 1971; Hastings & Saren, 2003) and health care marketing (Zaltman & Vertinsky, 1971 ; Berry & Bendapudi, 2007 ; Latham, 2004 ; Smith, 2011).

There are important differences between the contexts of consumption and the medical contexts (Kahn and alii, 1997). Some specifics may justify the adaptation of certain fundamentals of the marketing doctrine. According to Stremersch (2008), health marketing is not a new paradigm but rather a new research field with its own specifics, strictly related to its application. A question remains, as the mechanisms of consumption are not the same: the state of patient is different from the one of a traditional consumer, the players do not share the same logic and the markets function differently at many levels, health is not a product but rather a state or a process either determined or uncertain in which psychology matters a lot and that values ethics, compassion, empathy and solidarity. In that context, Kahn et alii (1997) show that traditional constructs such as implication, affect, stress, uncertainty and satisfaction take all new meanings that are not transposable; the decision process is altered and leaves no room for comprise. Increasing the patients’ level of implication can augment their level of stress, while in a context of complex decision-making, these patients often rely on their feelings or emotions as an anchoring criteria (Kahn et alii, 1997).

The emergence of the digital era in the health sector also modified drastically the behaviors and strategies of a variety of players by creating multiple spaces of cooperation and co-construction of values. The frontiers and separations that have kept the different players away from each other for decades are going down and new systems of cooperation see the day of light: the hospital takes interest in public health, the pharmaceutical industry gets involved with the patients and participates to prevention, the patient becomes a central player... New players are also entering the field: La Poste announced to 2018 Las Vegas CES the creation of a “digital health record booklet (LaPoste eSanté) paired to a digital safe meant to store health results (Digiposte). In June 2017, La Poste took over the management of Asten santé, one of the main French lead players of the home care/nursing market. The Silver economy is taking off in this digital era with and represents a market generating approximately a 100 billion euros turnover... Because this revolution is barely tackled by researchers, the health Marketing International Day offers the opportunity to stimulate more discussion and research in the field.

- Berry, L.L. and Bendapudi N. (2007) ‘Health care: a fertile field for service research’, *Journal of Service Research*, 10, 2, 111–122
- Lega, F. (2006). Developing a marketing function in public healthcare systems: a framework for action. *Health Policy*, 78(2-3), 340-352
- Stremersch S., (2008), “Health and Marketing: The Emergence of a New Field of Research”, *International Journal of Research in Marketing*, 25 (4), 229-233
- Stremersch, S., & Van Dyck, W. (2009). Marketing of the Life Sciences: A New Framework and Research Agenda for a Nascent Field. *Journal of Marketing*, 73(4), 4-30
- Manchanda P., Wittink D., Ching A., Cleantous, P., Ding M., Dong X., & Xie, Y. (2005). “Understanding Firm, Physician and Consumer Choice Behavior in the Pharmaceutical Industry”. *Marketing Letters*, 16(3/4), 293-308
- Kotler P, Zaltman G. (1971), “Social marketing: an approach to planned social change”. *Journal of Marketing*, 35, 3–12
- Hastings, G., & Saren, M. (2003). The critical contribution of social marketing: Theory and application. *Marketing Theory*, 3(3), 305-322
- Zaltman, G., & Vertinsky, I. (1971). Health Service Marketing: A Suggested Model. *Journal of Marketing*, 35(3), 19-27
- Latham, S. R. (2004). Ethics in the Marketing of Medical Services. *Mount Sinai Journal of Medicine*, 71(4), 243-250
- Smith A., (2011), *Internal social marketing: lessons from the field of services marketing*. In: Hastings, Gerard; Angus, Kathryn and Bryant, Carol eds. *The Sage Handbook of Social Marketing*. Sage, pp. 298–316
- Kahn, B. E., Greenleaf, E., Irwin, J. R., Isen, A. M., Levin, I. P., Luce, M., & Young, M. J. (1997). Examining Medical Decision Making from a Marketing Perspective. *Marketing Letters*, 8(3), 361-375

Aims of the 5th 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 favors debate and exchange between researchers. Moreover it aims at creating close interactions and dialog with professionals from NGOs, public health institutes and health organizations 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):

Axis 1: Digitalization of the health sector: Interdisciplinary topic by essence, digitalization in the health 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 500.000 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(Griffis et al. 2014); 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?

- Griffis HM1, Kilaru AS, Werner RM, Asch DA, Hershey JC, Hill S, Ha YP, Sellers A, Mahoney K, Merchant RM., (2014), Use of social media across US hospitals: descriptive analysis of adoption and utilization, Journal of Medical Internet Research, 16(11), e264. <http://doi.org/10.2196/jmir.3758>

Axis 2: Social Marketing is defined as « *the application of commercial marketing concepts, knowledge and techniques to analyze, implement and assess programs which aim is to modify the behaviors of target populations, in order to improve their well-being and the society's welfare* ». 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.). What are the parameters and specifics of social marketing? Is there a significant gap between what social marketing is in practice and what is could (or should) be? What are the challenges health actors have to face in order to properly master the social marketing approach with the objective of fostering innovation and improvement of prevention program effectiveness? How to improve the effectiveness of communication campaign using social marketing? What about the relation between ethics and social marketing? What is the link between health promotion and social marketing?...

Axis 3: the hospital sector is evolving quickly in regard to its traditional model. The increasing pressure from the market and countries makes the health system transition from a "fee for service" to a "fee for value" model (Schroeder et Frist, 2013), which obligates the health care industry to speed up its evolution towards a market-oriented state (Huang et al., 2014; Lonial et al., 2008; Wrenn et al., 2006) using marketing as a mean to survive in competitive environment in terms of offer, quality and service. Marketing competences and skills will constitute in the future one of the main levers of success in the health care industry notably in terms of the patient experience management. More recently, Anderson et al. (2017) underline the importance of more research on services and their conception but also the strategic aspects of marketing in the design of services portfolio.

Several domains are impacted by this change as public policies, brand image, new technologies of information and communication (social media platforms), services marketing, ethics, transformative service research, medical consumerism (Mold, 2017), new products/services development, service blueprint conception (omnichannel) and consumer behavior in that specific context.

The Internet, social media, smartphones foster the immediacy of information, which increases consumers' level of expectations in terms of their willingness to be active health actors and requires new health care model (Osei-Frimpong 2017). That is because a "good conception" of health care services is essential to increase the patient experience (Kim et al., 2017). When patients are more involved in their process of health care, they require higher standards (Sweeney et al., 2015). Nevertheless the participation of consumers remains essential to obtain better results in terms of services and more simplified and accessible health care processes.

Finally big data and data collecting devices (wearables) are about to revolutionize the whole set of health care services...

- Huang, J., Lai, C., Hu, J., and Weng, R. (2014), "The impact of market orientation on patient loyalty: The mediation of relationship quality", *Service Business*, Vol. 8 No. 4, pp. 499-515
- Lonial, S.C., Tarim, M., Zaim, H., Zaim, S., and Tatoglu, E. (2008), "The impact of market orientation on NSD and financial performance of hospital industry", *Industrial Management & Data Systems*, Vol. 108 No. 6, pp. 794-811
- Wrenn, B., Latour, S.A., and Calder, B.J. (1994), "Differences in perceptions of hospital marketing orientation between administrators and marketing officers", *Journal of Healthcare Management*, Vol. 39 No. 2, p. 341
- Mold, A. (2017), "Nancy Tomes, Remaking the Modern Patient: How Madison Avenue and Modern Medicine Turned Patients into Consumers", *Social History of Medicine*, Vol. 30 No.3, pp. 473-474
- Osei-Frimpong, K. (2017), "Patient participatory behaviours in healthcare service delivery", *Journal of Service Theory and Practice*, Vol. 27 No. 2, pp. 453-474
- Sweeney, Jillian C., Danaher, Tracey S., and McColl-Kennedy, Janet R. (2015) "Customer Effort in Value Cocreation Activities: Improving Quality of Life and Behavioral Intentions of Health Care Customers", *Journal of Service Research*, Vol. 18 No. 3, pp. 318-335
- Kim, S.H., Myers, C.G., and Allen, L. (2017), "Health Care Providers Can Use Design Thinking to Improve Patient Experiences", *Harvard Business Review*, pp. 2-5

Axis 4: The revolution of connected health and health 2.0, the revolution of the pharmaceutical industry digitalization, of the health products and biomedical materials, of industry equipment, of service businesses, of the health-nutrition-beauty sector, etc: what strategies to adopt in a highly

disruptive environment? What impact on the organization, the competition and the salesforces? What new forms of relation to the professionals, to the newly empowered and consumerist patients, to the institutions tackling the issues of control, payment, organization of the health care offer in regard to the management of costs per pathology and treatment orientation? How are the new players (GAFAM, Mutelles, etc.) and what the substitute products to the current therapeutic solutions? The decompartmentalisation of the pharmaceutical laboratories' actions in the service business (connected objects, IoT), health care networks, therapeutic education, health promotion, individualized medicine, health path...

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.).

Axis 5: Other cross-sectional issues in the health sector (eg health variable price, databases and health sector, big data, opendata, crowd sourcing, quantified self, 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 (15 minutes for presentation, 10 minutes for questions)
- PowerPoint presentations containing ten slides offering pragmatic contributions (15 minutes for presentation, 10 minutes for questions).

Publication for 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 21st April 2018	<ul style="list-style-type: none">- Submission deadline for the academic papers in French or in English (electronic file – word format)
Monday 30th April 2018	<ul style="list-style-type: none">- Submission deadline for the pragmatic contributions alongside the PowerPoint presentations (electronic file)
Friday 18th May 2018	<ul style="list-style-type: none">- Notification of acceptance/rejection of submitted proposal, evaluations from the scientific committee (academic papers and PowerPoint presentations)- Feedback on the accepted pragmatic contributions.
Friday 1st June 2018	<ul style="list-style-type: none">- Deadline for the receiving of final papers / communications revised by authors (electronic file)- Elaboration of the final program
Thursday 21st June 2018	<ul style="list-style-type: none">- 5th Health Marketing International Day in IAE Lille – University of 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: jimslille2018@gmail.com

1/ **Academic papers in French or English** will have to follow the standards of the 34th 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)



Scientific committee

- . Dominique Crié, Professeur, Université de Lille, IAE Lille, LEM
- . Karine Gallopel-Morvan, Professeur, EHESP, EA 7348 MOS, Institut du Management
- . Francis Salerno, Professeur, Université de Lille, IAE Lille
- . René Caillet, Maître de Conférences Associé, Université de Lille, IAE Lille, Pôle Santé-Social FHF, Paris
- . Etienne Minvielle, Professeur, EHESP, EA 7348 MOS, Institut du Management
- . Nicolas Vaillant, Professeur, Université Catholique de Lille, LEM
- . Catherine Demangeot, Professeur IESEG, LEM
- . Michel Louazel, Professeur EHESP, EA 7348 MOS, Institut du Management
- . Benoit Dervaux, Maître de conférences HDR, Université de Lille 2
- . David Crainich, Professeur IESEG, LEM
- . Christian Ben Lakhdar, Professeur, Université de Lille, LEM
- . Loick Minvielle, Professeur assistant, EDHEC
- . Olivier Droulers, Professeur, Université Rennes 1, IGR-IAE, CREM
- . Sophie-Lacoste-Badie, maître de conférences, Université de Rennes 1, CREM
- . Roland Ollivier, Directeur Institut du Management, EHESP, EA 7348 MOS
- . Thierry Nobre, Professeur, EM Strasbourg, Université de Strasbourg, HuManiS
- . Gérard Cliquet, Professeur, Université de Rennes 1, IGR-IAE, CREM
- . Aymery Constant, Maître de conférences, EHESP, SHSCS, UMR 190 EPV
- . Jocelyn Raude, Maître de conférences HDR, EHESP, SHSCS, UMR 190 EPV
- . Philippe Domy, Directeur Général CHU Montpellier, Président de la Conf. des DG de CHRU
- . Jean-Claude Andréani, Professeur, ESCP Europe
- . Juan Rey Miguel, Professeur Assistant, Université de Grenade, Espagne
- . Sophie Rieunier, Professeur, Université Paris Est - Marne la Vallée
- . Eric Rambeaux, Solvay Pharma, Vice President Screening & Analytics, Belgique
- . Linda Bauld, Professor, University of Stirling (UK), Director of the Institute for Social Marketing
- . Crawford Moodie, Senior researcher, University of Stirling (UK)
- . Carolina Werle, Grenoble Ecole de Management
- . Janet Hoek, Professor, University of Otago, Nouvelle Zélande
- . Mathilde Gollety, Professeure, Sorbonne Universités - Maison des Sciences de Gestion, Université Paris II Panthéon Assa
- . Patrick Gabriel, Professeur, Université de Bretagne Ouest, IAE de Brest, ICI
- . Bertrand Urien, Professeur, Université de Bretagne Ouest, IAE de Brest, ICI
- . Marine Le Gall-Ely, Professeure, Université de Bretagne Ouest, IAE de Brest, ICI
- . Laurent Bègue, Professeur en psychologie, UPMF Grenoble
- . Fabien Girandola, Professeur en psychologie, Univ Aix-Marseille
- . Jonathan Deschenes, Professeur, HEC Montréal, Québec
- . Jan-Cedric Hansen, Director, StratAdviser, London, GB
- . Jean-Luc Herrmann, Professeur, Université de Lorraine, CERFIGE
- . Alain Cahen, Abott International, Director Strategic Marketing, Suisse
- . Fabrice Clerfeuille, Maître de Conférences, Université de Nantes
- . Sandrine Cueille-Renucci, Maître de conférences, Université de Pau et des Pays de l'Adour, IAE Pau, CREG
- . William L. Dougan, Professor, University of Wisconsin, Whitewater, USA
- . Kaouther Saied-Benrached, Professeur, Faculté des Sciences Economiques et de Gestion, Tunis
- . Marvin Goldberg, Professor, Pennsylvania State University, USA
- . Gerard Hastings, Professeur émérite, University of Stirling (UK)
- . Jean-François Lemoine, Professeur, Université Paris I Panthéon Sorbonne, PRISM
- . Caroline Merdinger-Rumpler, maître de Conférences, EM Strasbourg, Université de Strasbourg, HuManiS
- . Connie Pechmann, Professor, University of California, USA
- . Mathias Waelli, maître de conférences HDR, EHESP, EA 7348 MOS, Institut du Management
- . Pierre Valette-Florence, Professeur, UPMF Grenoble, IAE, CERAG
- . Anne-Françoise Audrain-Pontevia, Professeure - Département de marketing, UQUAM
- . William Menvielle. Professeur, Université du Québec à Trois-Rivières

Organization Committee

- . Dominique Crié (Université Lille, IAE, LEM)
- . Karine Gallopel-Morvan (EHESP, EA 7348 MOS)
- . Nadia Steils (Université de Lille, IAE, LEM)
- . Nicolas Vaillant (Université Catholique de Lille, LEM)
- . Catherine Demangeot (IESEG, LEM)
- . Jan-Cedric Hansen (MD, Stratadvisor)
- . Loick Minvielle (EDHEC)
- . Catherine Carlier (Université Lille, IAE, LEM)
- . Gloria Dossou (EHESP, EA 7348 MOS)
- . Christelle Quero (Université de Lille, IAE, LEM)
- . Jacques-François Diouf (IGR-IAE, université Rennes 1, CREM CNRS)
- . Phool Kumar (Université de Lille, IAE)
- . Michel Debeuscher (Université de Lille, IAE, LEM)

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: 90 euros
- Author or co-author of a paper / communication: 75 euros
- PhD students and full-time students: 50 euros

To facilitate the organization of the conference, please **send us before May 21st 2018 your registration form** along with your payment or purchase order by e-mail or mail

Conference venue:

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

Information request: jimslille2018@gmail.com

Website: <http://jims2018.iaelille.fr>

