POSSIBILITIES AND PERSPECTIVES OF SOCIAL MARKETING IN REHABILITATION OF PATIENTS WITH BREAST CANCER

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ABSTRACT

The purpose of this article is to determine the possibilities and perspectives of using social marketing and rehabilitation of breast cancer patients. The methodology of the research is based on an application of standard methods of socio-humanitarian sciences: analysis, synthesis, induction, deduction, formalization, and a specialized economic method – marketing mix. The authors show the ineffectiveness of rehabilitation of breast cancer patients, which is a problem in modern Russia, and prove that social marketing possesses wide possibilities of application in the rehabilitation of breast cancer patients. The work views the main direction of applying the tools of social marketing in this process and determines the elements of its marketing mix, as well as offers a perspective model for applying social marketing in the rehabilitation of breast cancer patients. It is concluded that using social marketing in the rehabilitation of breast cancer patients is justified and expedient.

As compared to state monopoly for such rehabilitation, social marketing allows satisfying the current demand for it very effectively. Due to a wide specter of accessible tools, social marketing provides a possibility for the provision of commercial profit for sponsors, attracting private and corporate investors for rehabilitation of breast cancer patients.

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Introduction

With development of modern society and growth of the rate of economic growth, higher living standards are achieved by means of satisfaction of social needs and increase of the volume of benefits accessible for each consumer. And the environment and living conditions of humans become less favorable due to increase of the volume of harmful industrial waste and increase of the number of stress states.

This raises the modern humans’ aptitude to various diseases, also stimulating the growth of breast cancer rate. A social state is to take care of its citizens, especially when they find themselves in a difficult life situation. Therefore, quick and successful rehabilitation of breast cancer patients is one of the top-priority directions of state social policy in the sphere of healthcare.

In the conditions of market economy, the most effective tool for provision of client-orientation of companies is marketing, which allows determining existing clear and hidden (potential) needs of people and satisfying them. In non-profit spheres of economy, social marketing is used. The purpose of this article is to determine the possibilities and perspectives of using social marketing in rehabilitation of breast cancer patients.

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Materials and method
The problems of rehabilitation of breast cancer patients are analyzed in the works of such scholars as [1], [2], [3], [4], [5]. Possibilities and perspectives of using social marketing in the activities of non-profit organizations are viewed in the studies of such authors as [6], [7], [8], [9], [10], [11], [12], [13], [14], and [15].

Studying literature on the set problem showed that despite high topicality of the theme and high level of its elaboration, the possibilities and perspectives of using social marketing in rehabilitation of breast cancer patients are not sufficiently studied in the publications of modern authors, which is a basis for further research in this scientific sphere.

It should be noted that this article touches the problems of physical rehabilitation of breast cancer patients, which are a prerogative of reconstructive breast surgeons, and is devoted to psychological and social rehabilitation of this category of patients.

Methodology of the research is based on application of standard methods of socio-humanitarian sciences: analysis, synthesis, induction, deduction, formalization, and a specialized economic method – marketing mix.

Results
The problems of rehabilitation of breast cancer patients are analyzed in the works of such scholars as [1], [2], [3], [4], [5]. Possibilities and perspectives of using social marketing in the activities of non-profit organizations are viewed in the studies of such authors as [6], [7], [8], [9], [10], [11], [12], [13], [14], and [15].

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This problem is manifested in the fact that rehabilitation centers for breast cancer patients are established with hospitals and are located in the places that are inconvenient for patients. Such centers are very rare in Russia, so to get there one must cover quite a distance. This hinders full attraction of all those who require their services.

Another manifestation of this problem is lack of promotion of measures in the sphere of rehabilitation of breast cancer patients. Due to that, a lot of patients that require such measures are not aware of them or show low loyalty due to biased attitude to all medical services, provided by the state, as of low quality.

Thus, the government approach to rehabilitation of breast cancer patients, which supposes establishment of state monopoly for conduct of corresponding measures, is ineffective. Social marketing possesses wide capabilities for application in rehabilitation of breast cancer patients. Let us view the main directions of application of all social marketing tools in this process and determine the elements of its marketing mix.

The product is measures for rehabilitation of breast cancer patients. For determining the needs and preferences in such measures and determining their optimal set, which allows achieving high results with minimal expenditures, we offer to conduct marketing research. Such marketing research should be aimed at receiving information on the following main issues:

- physical, psychological, and social problems faced by the breast cancer patients;
- wishes of breast cancer patients for measures for their rehabilitation;
- preferences of breast cancer patients as to informing them on the conducted measures for their rehabilitation, etc.

Based on the gathered marketing information, a program of measures in the sphere of rehabilitation of breast cancer patients should be formed. It should be common for all patients or be flexible and be selected individually for each patient depending on the current possibilities with the organizers of such rehabilitation.

The measures for rehabilitation of breast cancer patients should be conducted at the charity organizations (private rehabilitation centers). They can be created on the basis of commercial companies interested in supporting the rehabilitation of breast cancer patients. Such centers should employ not just hired work but the people interested in helping breast cancer patients.

They should include the patients who were rehabilitated before. In order to determine preferable places for location of rehabilitation centers, it is expedient to conduct marketing research. The main aspects that should be specified by such marketing studies are brought down to the minimum:

- place of residence and leisure of breast cancer patients;
- geographical determination of places of concentration of breast cancer patients;
- how far breast cancer patients are ready to travel for rehabilitation;
- preferences of breast cancer patients as to geographical location of rehabilitation centers, etc.

The prices of measures for rehabilitation of breast cancer patients should be set not for patients and the state but for benefactors. The benefactors could include specially created charity organizations or private commercial companies that manifest their social responsibility.

For attraction of donations from sponsors (individuals and commercial companies), specialized charity organizations (rehabilitation centers), while cooperating with the state, should conduct PR of charity activity in the sphere of rehabilitation of breast cancer patients. The sense of such PR consists in conducting meetings with interested persons and potential sponsors, at which social significance of rehabilitation of breast cancer patients and potential advantages for sponsors from support for measures for their rehabilitation will be explained.

One of such advantages could be strengthening of the brand (both individual (brand of individual benefactor) and corporate (brand of organization-benefactor). For that, specialized charity organizations should conduct branding of rehabilitation of breast cancer patients in cooperation with the state, i.e., strengthen the society and business’s loyalty to persons and organizations involved in charity organizations in this sphere.

Having such a brand, specialized charity organizations would be able to share it with sponsors (assign the brand to them), and they, in their turn, would be able to get advantages from their charity organizations. That is, commercialization of charity activity will take place. Despite the fact that this contradicts the true nature of charity, this will allow attracting resources into the process of rehabilitation of breast cancer patients, making it commercially attractive.

Even with a serious budget and large number of accessible resources, it is expedient to strive for minimization of expenditures for conduct of measures in the sphere of rehabilitation of breast cancer patients, for the sponsors not to consider them too large and not to cancel them. For that, it is expedient to maximize the labor intensity and minimization of capacity of other types of resources during their conduct – i.e., the emphasis should be made on volunteers.

Promotion of measures for rehabilitation of breast cancer patients should be conducted with the help of social advertising. It should be aimed at:

- informing the breast cancer patients on the measures conducted in the sphere of their rehabilitation, for them to become interested in the activity of rehabilitation centers;
- informing the public on the measures in the spheres of rehabilitation of breast cancer patients, for decreasing the fear of facing this disease;
- forming and strengthening of loyalty of breast cancer patients for measures conducted in the sphere of their rehabilitation, in order to attract them into rehabilitation centers.

Based on the viewed elements of marketing mix and the offered recommendations, we offer the following perspective model of application of social marketing in rehabilitation of breast cancer patients (Fig. 1).
As is seen from Figure 1, as a result of application of social marketing in rehabilitation of breast cancer patients, a lot of advantages are achieved. Thus, the program of measures in the sphere of rehabilitation of breast cancer patients is optimized due to determination of precise and actual needs for them with the help of marketing research. Attraction of private charity organizations helps to increase quality, save budget assets, reach flexibility and accounting of individual needs of breast cancer patients, involve a larger number of consumers, and quicken rehabilitation of patients.

**Conclusion**

Thus, using social marketing in rehabilitation of breast cancer patients is justified and expedient. As compared to state monopoly for such rehabilitation, social marketing allows satisfying the existing demand fully and effectively. Due to a wide specter of accessible tools, social marketing allows providing commercial profit for sponsors, attracting private and corporate investors for rehabilitation of breast cancer patients.

Theoretical significance of the received results in the course of the research consists in conceptual substantiation of the possibility and necessity for application of social marketing in rehabilitation of breast cancer patients, which developed fundamental provisions of the modern theory of non-profit organizations’ marketing. The compiled authors’ recommendations for application of social marketing to rehabilitation of breast cancer patients in the modern Russian practice pose practical value.

It should be concluded that attraction of private charity organizations to rehabilitation of breast cancer patients requires state’s efforts for creating and supporting favorable conditions. In view of high social significance of this sphere, it is necessary to take it into the range of national strategic priorities. Similar to innovational entrepreneurship for specialized charity organizations in the sphere of rehabilitation of breast cancer patients, tax and other preferences should be provided. Their introduction will be an impulse for starting the process of realization of the developed perspective model of application of social marketing in rehabilitation of breast cancer patients. Development of specific measures for creating stimuli for charity organizations in the sphere of rehabilitation of breast cancer patients is a perspective direction for further scientific studies on the viewed problem.

**Figure 1.** Perspective model of application of social marketing in rehabilitation of breast cancer patients

- **Purpose:** increase of effectiveness of rehabilitation of breast cancer patients
- **Product:** measures in the sphere of rehabilitation of breast cancer patients
- **Tool:** social marketing mix
- **Cost:** donations of benefactors and sponsors (private and corporate)
- **Promotion:** attraction of patients into rehabilitation centers
- **Place:** charity organization (private rehabilitation centers)
- **Market (consumers: breast cancer patients):**
  - marketing studies
  - information exchange
- **Place:** charity organization (private rehabilitation centers)
- **Society and business:**
  - branding and PR
  - marketing studies
  - preferable places
  - social advertising

**Result:** optimization of the program of measures, increase of quality, economy of budget assets, flexibility and accounting of individual needs, involvement of a large number of consumers, quick rehabilitation of patients.
References