

Application of effective strategies for positioning the method of
bioresonance therapy among various social groups
on the example of OOO MCIT "Artemida", Rostov-on-Don
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In the period from 06.10.2011 to 06.02.2012, within the framework of the PR-project for the positioning of LLC MCIT "Artemida" in the market of medical services in Rostov-on-Don and the Southern Federal District, by the public relations department of LLC MCIT "Artemis" work was carried out to study the level of awareness of various segments of the population about the method of bioresonance therapy.

The purpose of this work was the definition of our main audience (the first stage of the study), as well as the study awareness and attitudes of different groups of the population towards bioresonance therapy (the second stage of the study), and in particular - to Multilevel Systemic Adaptive Diagnostics and Therapy (MSADT), which is the author's development of MCIT "Artemida" LLC (A.E. Kudaev, K.N. Mkhitaryan, N.K. Khodareva) [one].

At the same time, we evaluated the real effectiveness of various specialized events (actions, presentations, sponsorship) held by LLC MCIT "Artemida" and aimed at creating and maintaining a positive image of this medical center among various groups of the population [2].

The study was carried out simultaneously in two directions: by interviewing patients seeking help at MCIT "Artemida" LLC, as well as in the process of conducting specialized campaigns for people of various social strata.

The first stage of the study allowed us to identify our main target audience.

Based on the data obtained, the characteristics of the main target audience of Artemis LLC are as follows.

People with a higher education, a permanent place of work and an income of 15,000 rubles and more. At the age of 25–44, with an established system of values, focused on living together in marriage or with a regular partner. Those who have no more than 2 children, or who wish to have a child. Professional affiliation - employees or middle managers. The key request is stability in the current life situation and existing social status. At the same time, the prevalence of the percentage of physiological problems at the time of seeking help is considered as a factor that can negatively affect this stability. Any possible cardinal changes are perceived extremely negatively, although they do not strive to achieve higher goals. Socially dissatisfied with the existing state of affairs, but clearly understanding that they themselves are not able to change anything.

methods and methods.

At the second stage of the study, over the above period of time, we interviewed 322 patients who came to LLC MCIT "Artemida" for the initial appointment, and 164 patients who came for a second appointment.

The survey was conducted by the method of an individual continuous hand-out full-time anonymous questionnaire with semi-closed questions [3]. The questionnaire was developed in compliance with all the necessary requirements for conducting this type of questioning in conjunction with representatives of the NCA (National Communication Association), USA.

The main advantage of this survey was the ability to assess the opinion of patients about the effectiveness of their sessions of bioresonance therapy. In addition, we were able to analyze how the real clinical effect obtained in the course of therapy corresponds to the expectations that patients placed on this method of treatment.

The analysis of the obtained data on the survey of patients for the period from 06.10.2011 to 06.02.2012 showed the following:

1) The overwhelming majority of patients are inclined to choose the method of bioresonance therapy on the urgent recommendation of people from their immediate environment (41.77%). The second place in the selection process is occupied by the ineffectiveness of other methods of treatment previously used for this pathology (28.91%). On the third location located a wish take advantage of innovative technologies (29.32%).

2) At the same time, 63.91% patients only partially aware of features of bioresonance therapy as a therapeutic method; and only 3.89% have a clear idea of this technique. The "pitfall" of partial awareness is that most patients who seek help from bioresonance therapy tend to place high expectations on it. So, for example, 65.78% of patients consider the main criterion for the effectiveness of therapy to be complete cure in a short time period, regardless of the duration of the disease. 22.8% agree on the disappearance of the key symptoms of the disease in the course of therapy. And only 11.42% of patients put "at the forefront" the change in their attitude to their existing problem.

3) A positive trend is the understanding of academic doctors need to conduct sessions of bioresonance therapy in a number of clinical cases. As a rule, this is facilitated by the ineffectiveness or low efficiency of classical approaches in the treatment of a particular patient. According to the survey, 45.24% of patients before the start of bioresonance therapy applied to state medical institutions of local importance; 15.43% - to medical institutions of regional significance and 6.23% - to medical institutions of federal significance. 33.1% of respondents patients had not previously sought medical attention at all. 12.28% of the total number of patients sought help from LLC MCIT "Artemida" on the recommendation of their attending physician.

4) Regardless of the interpretation by the patients themselves of the received results, 74.56% of them are set to continue bioresonance therapy sessions. 81.58% of patients assess the effect of the therapy as

positive.

The following is an analysis of the requests of 164 repeat patients in relation to the timing of the desired therapeutic effect. - in comparison with the actually obtained effect in the course of treatment.

The patients' request for the time of the onset of the desired therapeutic effect was as follows:

Expectations: Real result:

1-3 months - 40 people (24.39%); 48 people (29.26%) 4-6

months - 44 people (26.82%); 35 people (21.34%) 7-9

months - 34 people (20.73%); 16 people (9.75%) 10-12

months - 12 people (7.31%); 12 people (7.31%)

More than 12 months - 19 people (11.58%); 42 people (25.60%).

Absence of any result - 11 people (6.74%).

They found it difficult to determine the expected timeframe - 15 people (9.17%).

The obtained data were used by us in the form of graphical diagrams in the process of conducting specialized actions and presentations among various groups of the population. Taking into account the same data, the strategy of talking with the patient at the initial appointment was built.

The result of the above measures was an increase in the number of patients who first applied for help to the method of bioresonance therapy at LLC MCIT "Artemida", by 40% by 06.02.12 in comparison with September 2011.

Based on the above, the following conclusions can be drawn:

1. Today we can confidently say that when Using the method of bioresonance therapy, and in particular, the MRADT system, positive dynamics is observed in most patients from the moment of initiation of therapy.
2. The main part of the target audience of LLC MCIT "Artemida" perceives the therapy carried out according to the MRADT method positively.
3. From a sociological point of view, a new target an audience whose representatives deliberately consider the proposed IRADT method not so much as a therapeutic one, but as a preventive one, which allows maintaining a good state of health according to all WHO criteria.
4. For further study and analysis of the results of therapeutic process, depending on the nosological forms (types of disease), it is necessary to continue the ongoing research within the framework of a survey of people who want to use the BRT method or are already using this method as a therapeutic or prophylactic one.

This survey of the population is carried out within the framework of the working Internet portal www.kruglova-brt.ru, dedicated to topical issues of bioresonance therapy and aimed at creating a positive image of this method among various social groups.

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