

Analysis of strategies for positioning the method of bioresonance therapy among various social groups on the example of LLC MCIT "ARTEMIDA"

Rostov on Don, 2012A.E.Kudaev,
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In the period from 06.10.2011 to 06.02.2012, within the framework of the PR - project for positioning LLC MCIT "Artemida" in the market of medical services in Rostov-on-Don and the Southern Federal District, the public relations department of LLC MCIT "Artemida" was work was carried out to study the level of awareness of various segments of the population about the method of bioresonance therapy.

In the course of the research, our main target audiences were identified, as well as the level of awareness and attitude of various groups of the population to the method of bioresonance therapy, and in particular to Multilevel Systemic Adaptive Diagnostics and Therapy (MSADT), which is the author's development of LLC MCIT "Artemida" (A.E. Kudaev, K.N. Mkhitaryan, N.K. Khodareva).

At the same time, we assessed the effectiveness of various specialized events (actions, presentations, sponsorship) held by MCIT "Artemida" LLC and aimed at creating and supporting a positive image of this medical center among various groups of the population. The data of this study were published in the materials of the XVIII International Conference dedicated to topical issues of multi - and bioresonance therapy, Moscow, CIMS "Imedis", 2012.

In continuation of the work done and taking into account the data obtained in the course of previous research, in 2012 we carried out a number of activities aimed at developing and strengthening the image of the bioresonance therapy method among various social groups.

At the same time, the target audiences we selected were:

- 1) Patients undergoing bioresonance therapy sessions on the basis of MCIT LLC "Artemis";
- 2) Representatives of various social strata, never before who applied for help to the BRT method;
- 3) Doctors of academic medicine of departmental structures (in particular, medical unit of the Federal Security Service of Russia for the Rostov Region);
- 4) Doctors of bioresonance therapy, working within the framework of the method based on clinical institutions, private medical centers, as well as on an individual basis.

When conducting events, we used only Internet resources as information and analytical platforms - the official website of MCIT "Artemida" LLC and a working interactive portal for BRT doctors and patients.

For the period from 01.01 12g. until 01.01.13 we carried out the following activities:

- 1) Seminars were held for BRT doctors on positioning the method

bioresonance therapy:

06/13/12 - "Features of the information space of BRT as a traditional medical direction" - on the use of various communication channels within the positioning of the BRT method;

03.12.12 - "BRT: Doctor and Patient in Real Time" - on the interaction of doctors and patients in the information medicine system, taking into account existing social trends.

2) The analysis of the assessment of the BRT method as a therapeutic and diagnostic by various groups of patients - by face-to-face anonymous electoral questionnaires with closed-type questions in electronic form with automatic calculation of results, including analysis with grouping.

3) November 25-29, 2012 Within the framework of the exhibition "Traditional Medicine - 2012" a number of presentations of the BRT method. LLC MCIT "Artemida" was awarded an honorary diploma "For the implementation of the best social programs for the population."

4) A presentation of the BRT method among academic doctors of various directions on the basis of the medical unit of the FSB of Russia in the Rostov region in order to attract the BRT method as the main and auxiliary in the treatment of pathologies of varying severity.

5) From 04 to 30.12.12, the campaign "First impression" was held for information and for informational purposes for various social groups who have never previously used the BRT method as a therapeutic or diagnostic one.

The result of the measures taken was an increase in the number of initial applications to LLC MCIT "Artemida" by 25% in comparison with 2011, as well as a reliably high rating of LLC MCIT "Artemida" among various social groups.

At the same time, the number of patients who learn about the BRT method and MCIT "Artemida" LLC from external sources (Internet, presentations, newspapers, television) increased to 33.33%.

The number of patients who came on the recommendation or referral of doctors of academic medicine is 13.73% (Compared to 12.28% in 2011).

Below, we will give an assessment of the effectiveness of the BRT method by patients (111 patients who came for a second appointment for the period from 02.09.12 to 09.02.13).

Regardless of the number of BRT sessions received, when asked whether they intend to continue further treatment, 107 people (96.4%) answered affirmatively, 2 people (1.8%) did not intend to continue therapy, and 2 people (1.8%) found it difficult to answer the question.

Patients' assessment of the therapeutic effect is as follows: Condition unchanged - 11 people. (9.9%);

Change in attitude to the problem - 16 people. (14.41%); Improvement, relief of the condition - 65 people. (58.55%); Disappearance of the main symptoms of the disease - 11 people. (9.9%); Persistent remission - 1 person (0.9%);

Complete recovery - 2 people. (1.8%);

Disappearance (resolution) of the problem - 5 people. (4.5%).

Thus, a systematic study of public opinion contributes not only to the development of effective positioning strategies, but also to strengthening the rating of bioresonance therapy as a therapeutic and diagnostic method among various segments of the population.

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