

Application of positioning strategies of the bioresonance therapy method
for the formation of loyalty of various groups of the population

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The concept of "market of medical services" appeared in Russia relatively recently, about 20 years ago. Prior to this period, medicine in Russia was free, that is, it was fully funded by the state, a health care system was developed, which was considered the best and only possible. The emergence of a new medical market took place in difficult economic conditions, in an uncertain market. However, at the same time, the main share of the medical services market belonged to the state and was financed mainly by the compulsory medical insurance funds. There was no funding for the private medical services market; the consumers of this market were insurance companies and individuals. The priority in this market remained with government agencies, and today they are also developing private medical services.

In 2010, the Ministry of Health and Social Development of Russia introduced regulated standards for the provision of planned and emergency medical care in polyclinics and hospitals. In these documents, both the methods of basic and additional studies for one pathology or another, and the list of medicines that the doctor must prescribe to the patient when making a diagnosis were clearly spelled out. Compliance with these standards must necessarily be reflected in the outpatient or inpatient card of the patient and is strictly controlled by insurance companies.

In this context, medical centers, which are based on a systemic (integrative) approach to the patient, in particular, bioresonance medicine centers, noticeably lose, since no standards are possible in the treatment methods they use, which makes it difficult for them to cooperate with insurance companies. The effectiveness of treatment is determined, as a rule, by the normalization of clinical and laboratory parameters and the leveling of complaints and clinical symptoms. And these terms, taking into account the specifics of the direction, will be very individual for each patient.

It is also necessary to balance the interests of different segments of the population, that is, people with different social status and different income levels.

Thus, almost any private medical institution providing services in the field of bioresonance therapy is faced with the question: how to survive with the least losses in the existing Russian reality? In conditions when the circle of potential clients is rather severely limited due to unequal material well-being of citizens, on the one hand, and the impossibility of working without losses under the auspices of an insurance company, on the other.

In the period from 02.09.2012 to 05.02.2015 The public relations department of LLC MCIT "Artemida" (Russia, Rostov-on-Don) conducted a sociological study, the purpose of which was to find out

the level of awareness of various groups of the population about the possibilities and effectiveness of the method of bioresonance therapy.

In the course of the study, 750 people were interviewed who came to both the initial and repeated appointments with the specialists of MCIT "Artemida" LLC.

The survey was conducted by means of an anonymous electronic questionnaire with semi-closed questions.

The results of the study showed that only 5.83% of the respondents were fully informed about the features and the very fact of the existence of the method of bioresonance therapy. 55.83% are partially aware, 28.64% know nothing at all about the existence of any methods of traditional medicine; 9.22% found it difficult to answer the question and 0.49% do not believe at all in traditional medicine as such.

In addition to the questionnaire, an analysis was made of the regional press for the period December 2010–2014, which showed that the term "traditional medicine" was not mentioned at all outside the context of specialized articles of an advertising nature.

Further were analyzed utterances patients V address bioresonance therapy on Internet forums. As a result, it was found that this method has a low rating as therapeutic. Of the 88 statements, 62 were clearly negative and only 26 were approving. This monitoring was carried out in the mode of continuous assessment of the opinions of forum visitors in the sections "bioresonance therapy, reviews".

Among the negative statements published on the relevant forums, the prevailing dissatisfaction with the "vague" criteria for cure, as well as the uncertainty of the timing of therapy. This is often due to the unjustified positioning of the bioresonance therapy method as a "panacea for all diseases." This cannot but cause a lot of criticism, since this promise does not correspond to reality.

Our study allowed us to conclude that when positioning the method of bioresonance therapy, it is necessary to build your offer to consumers, taking into account the attributes most significant for them, and maintain a stable quality, tracking changes in needs and requests.

Based on the data obtained when submitting information to the population about the existence and possibilities of traditional medicine methods, we have identified the main criteria for structuring information material.

- the subject of the planned material (information about a new service, news about the next professional congress, a message for doctors, etc.);
- key ideas - a formulated idea of the main ideas of the material;
- volume and format of future material (press release, brochure, annual report, etc.);
- purpose, purpose of the material (to inform, convince, remind);
- target audiences; the type of target audience determines the form and means of conveying the message;

- originality, "zest" - how your message will differ from hundreds of others that are prepared by colleagues in other organizations;
 - time frame, deadline for submitting the finished material.
- Next, we have identified the most effective types of information transfer.

Based on the data obtained during special studies, taking into account the peculiarities of modern social trends, the structure of the information message of LLC MCIT "Artemida" for its target audience began to look like this:

"We will help you to obtain and maintain a high quality of life and health within the framework of your individual capabilities."

1. After that, we have identified the following categories of the population, for which the method of bioresonance therapy, taking into account its real capabilities, would be in demand:

2. Secondary School Students - To Adapt To Difficult Learning disciplines and adaptation to school programs, as well as to identify and form the appropriate motivation for admission to various universities.

3. Students - to choose the most suitable direction professional activity within the framework of the received higher education.

4. Seniors - to maintain optimal health and formation of skills of adaptation to continuously changing external factors.

5. Families with impaired parent-child relationships (children).

5. People in need of rehabilitation for health reasons during or after suffering acute and chronic diseases of varying severity.

6. Regardless of age and social status - selection optimal dietary intake.

Next, we determined the patient's expectations regarding the timing of therapy and the desired therapeutic effect. Patients who came to the initial appointment were asked to answer the relevant questions - anonymously in electronic form. All patients who came to us again were interviewed in the same way at various stages of therapy. To achieve this goal, we used a specially developed electronic version of the anonymous survey, which includes 6 relevant questions.

We used the obtained data in our materials and presentations, which was a powerful persuasion factor, since the results of the bioresonance therapy method were covered from two sides: from the doctors and from the patients themselves, while the coincidence of interests in key parameters was 95%.

In addition, conducting a survey of primary and returning patients gave us the opportunity to really see what patients actually expect from this method, and how fully we can meet these expectations. This excludes the possibility of making deliberately impracticable promises on our part, which definitely increases the level of trust both in the method itself and in the doctors of bioresonance therapy.

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