

Abstract

The main topic of the presented thesis is Marketing in Obstetrics. Principal goals were set as follows: To describe how does marketing works in an environment of maternity hospitals. What demands have their clients and what clients consider most important during childbirth and after a delivery.

The theoretical part focuses on a development of care in maternity hospitals throughout history, legal aspects of this specific care and current trends in society that affect clients' demands. Additionally I depict the specific of marketing in Obstetrics and I present it in a perspective of the 4C mix with emphasis on a communication and a convenience.

The empirical part unravels the subject from the point of view of health service providers as well as health service consumers. Data sources used to describe in detail marketing of five maternity hospitals were: interviews, information from internet sites and clients personal experience. Furthermore I led investigation using questionnaire filled by hospitals' clients and I preformed ten in-depth structured interviews, upon which I formulated basic ideas of what clients want and what are the basic shortcomings in obstetric health service.

The result of my investigation brought up the fact, that fulfillment of clients' expectations is substantial. The choice of maternity hospital is influence mostly by travel time and shared experiences of other mothers. Lack of communication is perceived as the foremost shortcoming. Maternity hospitals use marketing as a tool in various ways. Small hospitals target clients and their needs directly. Big hospitals improve their services even though they have relatively secured number of deliveries.

As a conclusion I present my recommendations for maternity hospitals based upon facts from both empirical and theoretical parts.

Key words: marketing, maternity hospitals, clients of maternity hospitals, marketing in medical care, promotion, communication, convenience