Long-term care

Student’s Name

Institutional Affiliation

Course Name

Instructor’s Name

Date

**Long-term care**

**The importance of marketing in long-term organizations**

Long-term care organizations are a particular segment in the health care industry. The sector is currently facing a lot of competition that is now becoming more powerful, and many facilities have been developed in the previous three decades. The occupancy rates in these facilities have also gone down due to an increase in nursing homes. Marketing is the most efficient alternative for these long-term facilities for their survival in this competitive environment. Marketing will give them a solid competitive position for marching the competition challenges they face in the healthcare industry.

Although, long-term care organizations face a big challenge because it is tough to convince the potential clients that the organization will offer the care and amenities required. Marketing is not a spot function, and the process follows a long-term schedule because the potential clients cannot make impulse decisions concerning the organization to get services from. The clients need to have more substantial confidence in the organization to opt for contracting services from the organization.

On many occasions, it the families of the patients and a social worker who typically formulate such choices. Efficient marketing strategies in long-term healthcare organizations are helpful as they ensure that the clients know the time of service and how they can get enrolled in the organization (Kotler et al., 2003). Similarly, marketing will provide stiff competition in long-term organizations. As a result, high-quality services will be offered hence attracting more clients.

**The relationship between strategic planning and marketing in long-term care**

Strategic planning is a comprehensive function capable of addressing the whole organization or a section of the organizational process like marketing. All marketing strategies originate from the strategic plan of the organization. In order to comprehend the correlation between the two functions in long-term care, it is essential to appreciate the role of the strategic planning processes, the variations between the objectives, tactics, and goals. A lot of strategic organizers utilizes the marketing plan in offshoring their overall strategic plan.

In many scenarios, the function of strategic plans is coming with strategies that the long-term care organization will utilize for prosperity and its thriving. The main aim of market planning is to develop a system that can be used by the organization to foster prosperity through the sale of products and services. The strategic plans and the marketing strategies in long-term care organizations consist of a self-assessment of the facility to evaluate the vision and mission and the internal analysis of the organization (Ginter et al., 2018). On the other hand, external assessment comprises of environmental, shareholder, and competitor evaluation process.

**The significant challenges that have faced the long-term care systems recently.**

Long-term care systems have faced many challenges recently. They comprise the growing number of people who need the services, the concept of urbanization, and the changed social attitudes concerning medicine and care. Additionally, there is an immediate impact of the costs in reconstructing this form of care. The is a significant increase in the number of people who need such services cur4rently, yet there are inadequate facilities to satisfy the need.

Moreover, the economic slowdown has affected the long-term care systems because many cannot afford the services. In addition, the quality of services offered by the plans has been lacking. The transformation from standardized and regulated methods to the unregulated systems that comprise the assisted living facilities, the adult homes, and home care that operate with licenses is another challenge to the long-term care systems. Many clients have preferred getting services from unregulated schemes since they offer lower prices and easy access.

**The success of the systems in responding to the changes outlined.**

A standard approach can solve both past and projected challenges associated with the long-term care systems. The staff's concern is central, and the stakeholders involved have to develop techniques of increasing the number of trained personnel to provide these services. The process shall incorporate many resources and donors, and the government needs to intervene and offer additional support.

In addition, the youth and medical have to be encouraged to pursue courses related to the long-term care field (Schneider & Guralink, 1990). The result of such exertions shall lead to enough trained health providers to match the demand that is currently in this field. Additionally, there should be standardization of services through accreditation and licensing of facilities to ensure that appropriate care is offered to the clients admitted to different facilities.

**Challenges and opportunities future long-term care managers are likely to face**

There is an anticipated increase in the demand for long-term healthcare services because the number of older adults increases progressively, which will substantially pressure the service providers. As a result, more personnel will have to be hired, calling for more finances. Therefore, there are chances of reducing the number of skilled and experienced practitioners in the long-term care section. However, this remains a significant challenge for the future labor supply to this sector, and qualified professionals are a beneficial resource in the medical industry. Therefore, their services are highly dependent upon.

Additionally, healthcare does not have enough career opportunities, discouraging many people from pursuing courses related to this field. The ratio between patients and service providers will increase due to the growing number of patients, which has led to the reduced quality of the services provided. Besides, the increasing number of retiring baby boomers is a challenge because there is no new talent for their replacement. The challenge affects the long-term care sector, but it extends to the other sectors as the new younger skills are replacing the older individuals.

There is also a challenge of the new infections that are always coming up, for instance, the Covid 19, calling for increased personnel. Although there are also recent discoveries of diseases among the patients who need specialists, some infections keep on changing, requiring a change in practice. The rapid growth in technology offers prospects for addressing the challenges that the long-term care sector faces (Golden et al., 2010). Besides, technology also provides new interventions to assist in achieving quality long-term care in the facilities. Technological advancements in healthcare have allowed the automation of many medical processes and efficiency in healthcare processes.

References

Ginter, P. M., Duncan, W. J., & Swayne, L. E. (2018). *The strategic management of health care organizations*. John Wiley & Sons.

Golden, A. G., Tewary, S., Dang, S., & Roos, B. A. (2010). Care management's challenges and opportunities to reduce the rapid rehospitalization of frail community-dwelling older adults. *The Gerontologist*, *50*(4), 451-458.

Kotler, P., Shalowitz, J. I., & Stevens, R. J. (2008). *Strategic marketing for health care organizations: building a customer-driven health system*. John Wiley & Sons.

Schneider, E. L., & Guralnik, J. M. (1990). The aging of America: impact on health care costs. *Jama*, *263*(17), 2335-2340.