**Marketing Importance on long-term care organizations**

Strategic planning and marketing in long-term care go hand in hand considering that the role of marketing in an organization's strategic plan is to put the plan into action via marketing channels. Marketing ensures that the target understands and is aware of the things that set the organization apart. Planning ensures effective marketing in long-term care and thus managements should be keen from the planning stage. I consider healthcare marketing as an interdisciplinary field as it employs unique principles, approaches, and strategies. Healthcare marketing uniqueness is seen in resources and markets while there is no monetary counterpart (Berkowitz, 2021). I believe that the picture of a healthy community, the diagnosis of a chronically ill group of individuals, ensuring the care of ill folks going through the entire recovery process, clinical reintegration, social reintegration of ill people, and so on can all be used to demonstrate the success of its implementation. The implementation of marketing in healthcare is indeed compelled by societal health concerns.

**Strategic Planning and Marketing Relationship in Long-term Care**

While strategic planning and assessment are things to focus on within the marketing process, despite the ongoing development in many sectors, inclusive of the medical field, a near connection of the two is needed. I believe that the tracking and assessment component of marketing helps an organization to easily change its marketing strategy in the future. As strategic marketing planning aids in the achievement of marketing objectives it should involve and truly needs the establishment of objectives, plans, and tactics (Ginter et al., 2018). I recognize the importance of strategic planning in identifying internal and external consequences and opportunities to take into account when developing strategies and tactics. I believe that strategic planning aids in the identification of potential organizational opportunities and new competitive challenges from a marketing perspective. Marketing would specify deeply explained aims to track and give reports. A complete strategic plan would describe broad marketing goals; the marketing strategy would describe more clear targets for the marketing department to monitor and manage. The outcomes, whether they surpass targets, provide information for making improvements or adjustments to the plan. Continuous measurement and analysis will aid in ensuring that the strategic plan keeps producing observable outcomes.

In health-care organizations, strategic planning pertains laying out the rigid regulations to be undertaken to achieve specific goals. Despite having various styles and levels of strategy, I agree that the goal of any strategy is to align an organization's activities with its particular goals or values. More patient-centred, value-based interventions are necessary by health care professionals today.

**Recent Major Challenges Facing Long-term Care**

There is a major issue that needs to be resolved, with a strong consensus that the existing long-term care system as designed is being stretched to its brink. I agree that its operation is insufficient, with significant issues in cost and funding, as well as accessibility to and quality of long-term care services. Even though it only meant enlarging an established well-structured and working long-term care infrastructure, in my opinion, expanding nations' capacity to meet current and potential development in the long-term care needs really presents challenging planning, governance, and allocation of resources issues. Due to the extreme existence of persistent debilitating impairments that many people face today, programs in clinical, nursing, rehabilitative, or other specialized professional services are needed (Van Groenou & De Boer, 2016). I understand and agree that concerns and issues are addressed mainly in terms of the contexts in which such services are offered, based on what I learned in chapters 18-20. With issues such as staffing levels, violence and negligence, unmet resident expectations, quality issues, worker preparation and competency, and poor integration with medical treatment, policymakers must focus on improving the healthcare system.

**Success of Long-term Care System in addressing Challenges**

The standard of treatment can be influenced by a variety of factors. It can be difficult to strike the right balance between cost and quality when it comes to policies and procedures, employee training, and upgraded facilities. The main aim, however, ought to be putting citizens' needs first. At the end of the day, I believe that citizens' satisfaction will be the real measure of success. A long-term care facility is, most of all, a home. It is essential to ensure building of a positive atmosphere for residents while still meeting each individual's physical, social, religious, and cognitive needs (Mossialos et al., 2016). Your facility and amenities can enrich the lives of your guests, from the basics like furniture, toilets, and lighting to appealing open areas like a playroom, kitchen area, and other living areas.

Although your facilities must be upgraded and serviced regularly, my opinion is also filling your calendar with activity and group events. These should represent the various levels of treatment, provide residents with options, and be open of everyone. The aim should be to make citizens happy by creating a stimulating atmosphere that is holistic in nature.

I think that hiring is an important part of enhancing the care standard in your hospital. Relevant assessments and in-depth evaluations performed by leadership go a long way toward ensuring that the right people are hired for the right jobs.

Staff preparation and development has proven to be a top priority and critical to maintaining high standards. Staff education must prepare them to deal with a variety of scenarios. Equipping the medical team increases their effectiveness and allows them to comfortably deal with issues that occur on a daily basis.

**Expected Challenges and Opportunities of Long-term care Managers in the Future**

Most medical systems and insurance providers have been hesitant to expand due to the unpredictability. With registration and health policy constantly changing, I am certain that managers will have to choose between abandoning markets and raising premiums. In my view they must, have the confidence to respond quickly to any advances in health laws and practices. The pace of graduating learners is slow in this sector are. The most significant challenge the sector will encounter through expansion is seeking qualified professionals to fill the numerous positions that will open up in the future. Owing to the tight labor market, such limitations will affect the industry’s development and costs. As a result, healthcare executives need to comprehensively understand the labor market.

However, technology will play a significant role in the future of health sector, and it will be incorporated through every area of it, from the patient's viewpoint as well as the provider's. Self-care will become more essential. Patients will be able to communicate with professionals through telemonitoring and telehealth, and detectors will be used to detect symptoms (Yellowlees, 2017). I believe this will happen in the near future.

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