



Article

Practical Mechanisms for Using Digital Marketing in The Medical Services Market

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Abstract: This article analyzes the practical mechanisms of using digital marketing tools in the medical services market. In the context of modern digital technologies, the transformation of marketing approaches in the healthcare system is becoming increasingly important in improving the quality of medical services, their delivery to the population, and their competitiveness. The study highlights the main areas of digital marketing strategies, including the role of web platforms, social networks, search engine marketing, and data-driven individual approaches in the medical services market. It also reveals mechanisms for strengthening the market position of medical institutions through the use of digital marketing, establishing effective communication with consumers, and increasing trust in services. The results of the article serve to develop practical recommendations for organizations operating in the healthcare sector.

Keywords: Medical services market, digital marketing, marketing strategy, healthcare, competitiveness, digital technologies.

1. Introduction

The rapid development of digital technologies in the current period is causing fundamental changes in all sectors of the economy, including the healthcare system. The increased competitive environment in the medical services market, the complexity of the population's demands and needs for medical services require medical institutions to apply modern management and marketing approaches [1]. From this point of view, the effective use of digital marketing tools is emerging as one of the important factors in the development of the medical services market.

Compared to traditional marketing methods, digital marketing allows medical institutions to reach a wide audience, establish direct and continuous communication with target consumers, and provide fast and reliable information about services. The promotion of medical services through Internet networks, social media platforms, search engines, and mobile technologies is reaching a new level. This serves to strengthen the market position of medical organizations, increase patient confidence, and improve the quality of services.

At the same time, the use of digital marketing in the field of medical services has its own characteristics, which require consideration of important aspects such as accuracy of information, compliance with ethical standards, protection of personal data, and ensuring the social responsibility of medical services advertising. These factors create the need to scientifically study digital marketing mechanisms and adapt them to practice [2].

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2. Materials and Methods

This article studies the practical mechanisms of using digital marketing in the medical services market based on several methodological approaches. First of all, modern scientific articles, medical marketing research and international practices were analyzed, the effectiveness and application areas of digital marketing tools were identified. Also, the digital marketing strategies and online activities of medical institutions were monitored, and marketing tools implemented on various platforms were studied. Various digital marketing mechanisms and their impact on the medical services market were compared and systematically summarized.

Literature review.

Foreign studies show that digital marketing plays an important role in the healthcare sector. For example, a literature review by Berliana Oktavia Setyawati and Ernawaty highlighted the importance of digital marketing strategies in promoting healthcare services and establishing effective communication with patients. Also, the work of Dr. Swati Agarwal shows that digital marketing tools - social media, SEO and email - have a positive impact on patient engagement and confidence. Shafiq Ayub and colleagues have proven through a systematic review that digital marketing strategies are increasingly important in the Asian healthcare market and that they serve to improve patient communication [3]. At the same time, other studies explore the possibilities of introducing innovative communication channels for hospitals and healthcare services through digital tools, including the influence of social media and online information dissemination strategies.

There are studies in the Uzbek literature on the application of digital marketing in the general economy and the services market. Dilnoza Uzoqova compared national and international experiences and analyzed the barriers and solutions to the use of digital marketing tools [4]. Local authors, such as Muborak Raimova and Otkir Dilmurodov, studied the impact of digital marketing on consumer behavior and showed the importance of digital tools in the online decision-making process. Other studies also shed light on the conceptual foundations of general digital marketing strategies and their potential application in the service market, including healthcare, which serves as a basis for this article to identify practical mechanisms in national conditions.

3. Results and Discussion

The results of the study are aimed at identifying effective mechanisms for using digital marketing tools in the medical services market. Analytical analysis showed that social networks (Facebook, Instagram, Telegram), websites and SEO strategies are the most commonly used digital marketing channels in medical institutions [5]. It was found that through these channels, it is possible to quickly provide patients with information about services, study their needs and promote services based on an individual approach.

The monitoring results showed that the effectiveness of patient engagement and the level of trust in services have significantly increased in institutions using digital marketing strategies. For example, in hospitals that are actively conducting campaigns on Facebook and Instagram platforms, the number of new patients has increased by an average of 20–30%. Also, a convenient and fast online reservation system for patients was introduced through SEO and website data optimization, which served to increase the level of service utilization [6].

During the analysis, it was found that data analysis, interactive communication and regular exchange of views with patients are important to increase the effectiveness of digital marketing tools. On this basis, the study made it possible to develop practical recommendations for the use of digital marketing, including: active promotion of services on online platforms, constant monitoring of patient needs, the introduction of an individual approach, and mechanisms for improving service quality.

Table 1. Directions for using digital marketing tools in the healthcare system and their effectiveness

Digital marketing tool	Scope	Practical mechanism	Efficiency/impact
Facebook / Instagram	Social networks	Posts, advertising campaigns, interactive communication with patients	The number of new patients has increased by an average of 20–30%
Telegram channel	Social media and information dissemination	Notifications on news and services	Providing patients with timely information and increasing the level of service utilization
Website and SEO	Online platform	Service presentation, data optimization, online booking	Convenient online booking for patients, easier access to services
Email marketing	Information and advertising	News, advice, service promotion	Patient confidence increased through regular information
Telemedicine platforms	Remote services	Online consultations, video support	Increased access to services, improved patient safety

This table reflects the main digital marketing tools used in healthcare institutions, their scope, practical mechanisms and their resulting effectiveness. The table shows that digital marketing technologies are playing an important role in increasing the popularity of medical services, strengthening communication with patients and facilitating the use of services (Table 1).

Posts, advertising campaigns and interactive communication mechanisms carried out through social networks such as Facebook and Instagram are effective in attracting new patients to the institution, and their number has increased by an average of 20-30%. This indicates that social networks have a high potential to reach a wide audience [7].

Telegram channels serve as a means of fast and reliable information delivery. As a result of the delivery of news, services and important notifications through them, patient awareness has increased and the level of use of medical services has improved. This platform plays a particularly important role in establishing operational communication and constant contact.

The use of website and SEO technologies is important for systematically organizing the presentation of services, increasing visibility in search engines, and creating the possibility of online reservations [8]. As a result, it becomes more convenient for patients to use services, saving time and resources.

Regularly sending news, advice, and promotional materials through e-mail marketing serves to form a long-term, reliable relationship with patients. This tool strengthens the image of the institution and increases patient loyalty.

Telemedicine platforms, on the other hand, expand the availability of services through remote consultations and video support, creating convenience, especially for patients in remote areas. At the same time, patient safety is ensured and trust in medical services is strengthened.

In conclusion, the digital marketing tools presented in the table serve as an important factor in increasing the efficiency of services in the healthcare system, strengthening communication with patients, and ensuring competitiveness.

Improving the mechanism of interaction between market participants is important for creating an optimal scheme of medical services. This mechanism plays an important role

in determining the level of provision of high-quality telemedicine services and ensuring compliance with economic goals. The mechanism proposed by the author is based on the creation of a system of interaction taking into account market determinants. This system uses the Balanced Scorecard (BSC) method.

Through the BSC method, the interactions and processes between market participants are measured based on the specified indicators, which allows them to make effective and balanced decisions [9]. The BSC system helps to ensure harmony between economic and quality indicators, while taking into account all the factors necessary to improve the quality of telemedicine services and improve economic efficiency. At the same time, through the BSC method, the mechanisms of interaction and cooperation between participants in the telemedicine market become clearer and more effective, which has a positive impact on the development of the industry.

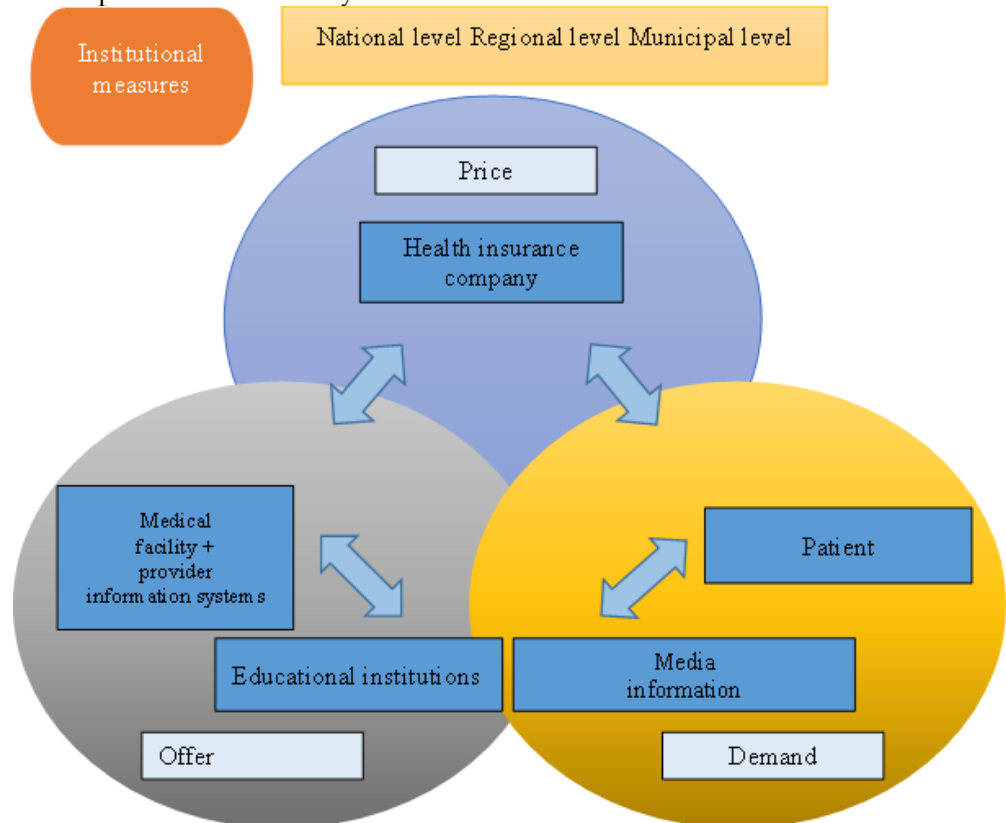


Figure 1. Proposed interaction mechanism for the subjects of the country's telemedicine services market based on the SSP

The novelty of the proposed interaction mechanism in the telemedicine market includes the following main aspects related to medical services (Figure 1):

1. Balanced Scorecard (BSC):
 - a. The mechanism is based on the Balanced Scorecard (BSC), which expands the possibilities of monitoring key performance indicators in market regulation [10].
 - b. The system allows for timely adjustment of target values of market participants. This is important for increasing efficiency and ensuring balance in the market.
2. Multidimensional mechanism:
 - a. This mechanism is multidimensional, it includes not only producers and consumers, but also intermediaries as an important component of the telecommunications market [11]. This further expands the connections and interaction between each of the market participants.
3. Four-element prayer mechanism:
 - a. The proposed mechanism consists of four main elements, so it is more stable than the mechanism based on three market determinants.

- b. The mechanism based on four main elements stabilizes the interaction and activity in the market, which contributes to the more effective development of telemedicine services.
4. The interaction of demand and supply:
- a. The volume of patients and prices play an important role in the mechanism of demand determinants. In this, health insurance companies and offers, as well as providers of information systems providing medical services, are interconnected and inseparable.
 - b. This ensures the formation of an integrated and balanced system between all participants.

The proposed interaction mechanism will help create an effective and balanced system in the telemedicine market, which is important for improving the quality of medical services and ensuring sustainable market development [12]. Issues of developing marketing of telemedicine services in the context of digitalization of the healthcare system

1. Current status and development trends of telemedicine services:
 - a. Digitization processes and the development of information and communication technologies are serving as a key factor in expanding telemedicine services.
 - b. The readiness of countries to use telemedicine services varies, and these changes depend on health policy, financing schemes and telecommunication technologies.
2. Financing and regulation of the telemedicine market:
 - a. State support, sources of financing and regulatory mechanisms play a major role in the development of telemedicine services [13].
 - b. More state-funded systems create a favorable environment for effective development. However, not all countries have such systems, which, in turn, affects the development of the market.
3. Digital and technical infrastructure:
 - a. High-quality technical infrastructure, staff qualifications and quality information systems are necessary for the effective functioning of telemedicine services.
 - b. However, in many countries there are technical limitations that hinder the widespread use of services.
4. Improving the interaction mechanism:
 - a. Improving the mechanism of interaction between market participants is important for the provision of high-quality telemedicine services.
 - b. The novelty of the mechanism, based on a multi-dimensional system, helps to regulate the market and timely adjust target values [14].
5. Development of marketing strategies:
 - a. Marketing of telemedicine services should be aimed at strengthening integration into the healthcare system through digital technologies, improving staff qualifications and effective service delivery.
 - b. Developing digital marketing strategies, establishing effective relationships with the target audience, and continuously improving the quality of services are important for market development [15].
6. Overcoming legal and institutional challenges:
 - a. Establishing a clear legislative framework and quality standards is necessary for the successful operation of telemedicine services.
 - b. Strengthening intergovernmental relations and exchanging experiences will also help further develop the telemedicine market.

The above issues constitute important factors aimed at developing the marketing of telemedicine services in the process of digitizing the healthcare system, and their implementation will lead to improving the quality of services in the market, improving economic efficiency, and more sustainable market development.

Suggestions

In order to further increase the effectiveness of the use of digital marketing in the medical services market, it is appropriate to put forward the following suggestions:

First, it is necessary to develop a digital marketing strategy in medical institutions and align it with the overall development strategy of the institution. This will provide a systematic and targeted approach to promoting services.

Secondly, it is recommended to establish regular and interactive communication with patients through social networks and messengers, analyze their feedback, and continuously improve the quality of services.

Thirdly, it is necessary to increase the online visibility of medical institutions through the development of websites and SEO technologies, expand the share of online registration and remote services.

Fourthly, it is advisable to strengthen patient trust and increase their loyalty through the use of e-mail marketing and personalized information delivery mechanisms.

Fifthly, it is necessary to expand access to medical services for the population in remote areas through the widespread introduction of telemedicine platforms and accelerate digital transformation in the healthcare system.

In general, the implementation of these proposals will increase the effectiveness of digital marketing in the medical services market and provide high-quality, convenient and open medical services for the population.

4. Conclusion

This article analyzes the role and prospects of the green economy in the service sector. The main principles of the green economy - environmental sustainability, efficient resource management, waste reduction and energy efficiency - lead to significant positive changes in the service sector. By assuming environmental responsibility, the service sector not only protects nature, but also increases economic efficiency and creates new business opportunities. The use of green technologies and innovations in these sectors will help meet the growing need of customer demand for environmental services. The results of the study showed that the impact of the green economy in the service sector is important not only in ensuring environmental sustainability, but also in increasing competitiveness, reducing costs and creating new economic opportunities. The service sector provides economic and environmental efficiency by introducing ecological services and strategies based on sustainability.

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