## **OUTSTANDING RURAL HEALTH CAREER**



# **Brad Gibbens**























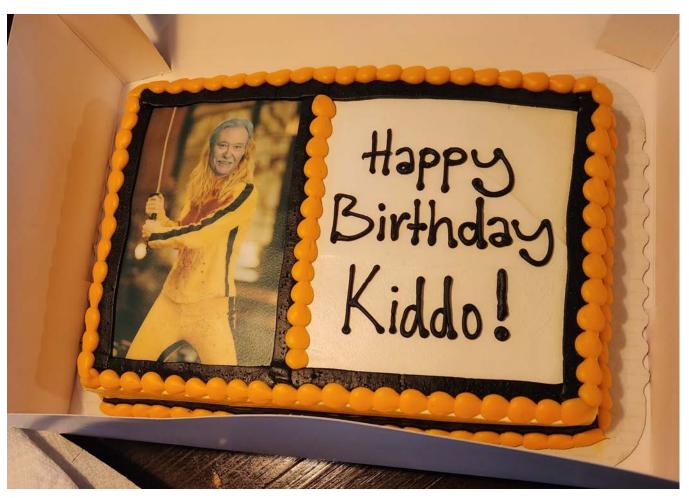
























































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## Staff Profile:

of North Dakota.



Assistant for the Health Manpower Place-

ment Program of the Office of Rural

Health, University of North Dakota School

of Medicine, Grand Forks. A native North

Dakotan who grew up on a farm near Can-do, Brad has completed his master's degree

in public administration at the University

Medicine, Office of Rural Health, he served

as research associate for the Bureau of

Governmental Affairs at UND and as a

graduate teaching assistant with the

Political Science Department of UND. His

background in research and governmental

policy, and his understanding of rural eco-

nomics and lifestyle adds to the breadth of

knowledge of the Office of Rural Health.

Prior to joining the UND School of

By Kevin Fickenscher, M.D., Director, Office of Rural Health

Several months ago, a rural physician and I were sharing notes on the many changes occurring in health care. When the discussion shifted to "marketing" my friend said:

"We don't want to market by advertising. We're not Campbell's Soup, Master-Card or McDonald's. What we need is a better sense of the people in the community and how we can be more responsive. We need help in looking at the services and planning at the local level to implement the needed services. We don't want to be everything for everybody but we do have an obligation to provide the best to our

Too often we in the health field view marketing as advertising and the panacea for all of our ills. It is neither.

It is a new world in health care. The change in health public policy toward a more competitive environment is radically altering the face of American health care. To effectively meet the challenges, physicians and administrators are adopting a business orientation of which marketing is a major element.



taste" comes from a misunderstanding of marketing and a misapplication of marketing to health care.

My friend, in defining what he did not want (ie. advertising), defined many of the critical approaches to marketing.

The health care field has always used "marketing" for fundraising events, publications efforts and community relations. These are but a few examples of where marketing has been applied in health care over the years.

The new cost-controlled, competitive environment however dictates that rural physicians and hospitals consider all of the various elements of marketing. William J. Winston, Dean of the School of Health Services Management at Golden Gate University in San Francisco suggests that health care providers and administrators must "... use the wider scope of marketing for better understanding of con-sumer and medical provider behavior, new service development, pricing of services, performing marketing research, developing marketing and strategic plans, identifying specific niches in the marketplace, creating better communication among their employees and between the consumer and the hospital, and for establishing more efficient marketing strategies and programs

for specific target groups." We agree. Marketing will "save" no one, but without an effective marketing program the abilities of rural physicians and hospitals (continued, next page)

### U.S. Senate Forms Rural Health Caucus The Senate Rural Health Caucus has been

formed to focus attention on rural health issues and to offer a united voice on those issues in Congress.

The bipartisan group, which to date includes senators from 22 states, will grapple with issues affecting rural health care

- the shortage of medical personnel in rural communities:
- · the disproportionate number of poor and elderly in rural America (both groups

which require more medical care than the general population);

· the growing concern over new Medicare regulations and their effect on the financial health of rural hospitals, and • the high cost of rural health care.

The caucus was formed in June by Senators Quentin Burdick (D-ND) and Mark Andrews (R-ND) upon encouragement by the University of North Dakota School of Medicine, Office of Rural Health. (continued, next page)



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