

Research on Brand Building Strategies of Dental Hospitals to Improve the Satisfaction of Dental Patients in Guangzhou

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Abstract: With improved oral diagnosis and treatment in Guangzhou, residents have greatly enhanced their awareness of dental health care, and their demands for dental and medical services are increasing. Guizhou residents have increased their investment in dental health. At the same time, as the living standards and income levels increase, the demands for dental programs such as oral health checks, oral health treatments, and oral beauty are also increasing. While service demands become more diverse, service quality becomes more critical. Patient loyalty, defined as a behavior intention with intense satisfaction, is a crucial element to business success for healthcare service providers based on the influencing factors of hospital service level, service attitude, medical technology, medical care service, hospital culture, and brand image to patient satisfaction. The three research objectives are; to investigate the overall situation of online impulse purchase intention of Sichuan college students, to evaluate the brand strategies for dental patients' satisfaction in Guizhou, to explore the influencing factors relating to patient satisfaction, and to suggest the improvement of the brand building strategies on dental hospitals in Guangzhou.

Keywords: Brand Building Strategies; Dental Hospital Service; Satisfaction of Dental Patients

1. Introduction

To improve the quality of medical services and attract more consumers to see a doctor, the dental hospital needs to continuously improve its brand awareness and attitude and do everything possible to enhance and improve the service quality. However, it doesn't work very well. With the transformation of the medical model, the definition of health is not only the physical health of the human body but also includes the individual's physical and psychological well-being. More and more people begin to pay attention to oral medical treatment and come to the dental hospital for treatment. The patient satisfaction survey of dental hospital visits is the most direct method to obtain patients' evaluation of dental and medical services. Through the investigation, we can effectively diagnose the potential problems of the stomatological hospital, understand the impact of the stomatological medical service method on the patients, and ensure the working efficiency and the best economic benefit of the stomatological hospital. To this end, this topic focuses on the Guangzhou area as an example, conducts a survey on consumers' satisfaction with dental hospitals in this area, analyzes the research on the brand-building strategies of dental hospitals to improve the satisfaction of dental patients in Guangzhou, and puts forward suggestions for improving the dental hospital's brand.

2. Theoretical Basis

2.1 Theoretical Significance and Value

Combining the theoretical basis of customer satisfaction and the theory of continuous quality improvement, this paper focuses on the oral patients in Guangzhou as the sampling area to discuss and analyze the brand-building strategies of dental hospitals to improve the satisfaction of oral patients in Guangzhou and further enrich the theoretical content of continuous quality improvement, which has theoretical significance. Suggestions for brand promotion of dental hospital.

2.2 Practical meaning and value

This paper takes dental patients in Guangzhou as the research object. It summarizes the influence of domestic and foreign researchers on the theoretical basis of customer satisfaction, the theory of continuous quality improvement, and the brand-building strategy of dental hospitals on the satisfaction of patients with cavities. Combined with the theoretical basis of customer satisfaction, The theory of continuous quality improvement discusses the brand-building strategy of dental hospitals to improve the satisfaction of dental patients in Guangzhou to understand the influencing factors, problems, and solutions to dental patients' satisfaction. This article enhances the satisfaction of Guangzhou dental patients through the brand-building strategy of the dental hospital to provide a reference for improving the brand-building strategy of the dental hospital.

3. Understanding the Brand Building Strategies of Dental Hospitals to Improve the Satisfaction of Dental Patients in Guangzhou

3.1 Theoretical basis of customer satisfaction

Cardozo (1965)^[1] believed that improving customer satisfaction will make customers re-shop and not switch their perspective of other products. Customer satisfaction is a measure of customer satisfaction, and random surveys often obtain samples. The weighted average method is used to get the corresponding results based on the customer's scoring data for specific satisfaction indicators. Customer satisfaction management is a marketing management strategy that emerged in the 1990s. It requires not only understanding the satisfaction of external customers but also the satisfaction status of internal customers, that is, employees, to reveal the problems existing in creating and delivering customer value and explore, analyze and solve these problems to achieve overall customer satisfaction.

3.2 Continuous Quality Improvement Theory

Liu (2018)^[2] explained Continuous Quality Improvement (CQI) is a quality management theory based on system theory and driven by customer needs. The customer principle is the most fundamental in CQI, and knowing your customers and meeting their needs is the primary point of the Customer Principle in CQI. The concept of customers in CQI is divided into internal customers and external customers. The theory of continuous quality improvement (CQI) is a new quality management theory developed based on total quality management (TQM). So that the quality of service can be steadily improved, CQI requires a correct understanding and adequate satisfaction of customer needs.

3.3 Patient Satisfaction Theory

Li; & Zhao. (2007)^[3] proposed this theory that patient satisfaction results from the alignment between the patient's expectations of care and the nurse's actual care, which ultimately affects the patient's health-related outcomes and the quality of care in the institution.

4. The Conceptual Framework for the Research Study

4.1 Brand building strategies

Brand building is defined as using strategy and campaigns to raise awareness of your business, creating a unique and lasting image in the marketplace. Brand building doesn't have any proper definition. According to marketers, it is the communication and creation of customer value, including all the elements that customers feel and experience when interacting with the business. In other words, it uses different promotional strategies and campaigns to impact brand equity positively.

5. The Brand Building Strategies of Dental Hospitals to Improve the Satisfaction of Dental Patients in Guangzhou

Li (2018)^[4] pointed out that the introduction of a series of reform measures in the new medical reform prompted hospital

managers to examine the hospital's internal and external environment and development direction from a new perspective. Discipline construction is the foundation to support the hospital brand. It focuses on the discipline construction of Luhe Hospital, featuring specialized diseases and specialties. Disease management and quantitative data guidance improve the "gold content" of medical technology. Introduce technical tools such as informatization into the management mechanism, create an innovative medical system, improve the skills and service level of medical staff, reduce hospital quality and safety management costs through resource integration, standardize hospital diagnosis and treatment management, promote innovation in medical service models, and effectively improve Patient satisfaction and build the brand effect of Luhe Hospital. Through the analysis of the satisfaction questionnaire of outpatients and inpatients in Luhe Hospital, to understand the overall satisfaction evaluation of the patients in the hospital, analyze the comprehensive needs of outpatients and inpatients in the process of diagnosis and treatment, and put forward the actual contradiction between doctors and patients faced by the hospital. Corresponding countermeasures and suggestions for improving hospital services.

6. Conclusion

Through the research of this paper, we can analyze dental hospitals' brand-building strategies to improve dental patients' satisfaction in Guangzhou, further obtain the satisfaction and problems of dental patients with dental hospitals and explore the influencing factors of dental patients' satisfaction. As we all know, the core of brand building of a dental hospital is to improve brand awareness, reputation, and patient loyalty. Among them, cultivating loyalty should be the long-term pursuit of dental hospitals, and establishing their importance is an important guarantee. The successful experience shows that to solve the branding and marketing of dental clinics, advanced dental hospital culture, scientific management mode, and correct marketing strategy play a decisive role. Advanced dental hospitalization, scientific management mode, and accurate marketing strategy profoundly impact dental hospitals' development. The satisfaction survey of Guangzhou dental patients provides the corresponding basis for the brand-building process of the dental hospital. At the same time, put forward corresponding brand-building suggestions.

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