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**International marketing research at Mayo clinic**

**Introduction**

Mayo Clinic is an American nonprofit medical Centre based in Minnesota focusing on medical practice, education, and research. Mayo Clinic has a lot of staff, and it employs more than 4500 scientists and physicians, having 58400 administrative staff and healthpersonnel. Mayo Clinic is the home ofMayo Clinic Alix School of Medicine, with the best residency education program.The Mayo Clinic spends more than $ 660 million on research and has 3000 research staff. Mayo Clinic was founded by Worrall Mayo, in which he settled his family in Rochester in 1864. According to world report and US news, the Mayo Clinic was ranked number 1 of being the best medicinal research establishment in the United States. The paper is going to talk about the challenges and issues Mayo clinic faces, data, and information for decision making,

**Challenges and issues Mayo clinic faces**

Mayo Clinic is a 153-year-old medical research institution it is known to treat and solve complex medical patients having the best doctors and physicians everywhere throughout the world.The central medicinal official of the Mayo center is Dr. Noseworthy. Dr. Noseworthy made a lot of changes in the Mayo clinic after seeing the declining rate of revenues in the clinic due to the accelerating efforts of private insurers, the government, and employers to rein the health costs of the institution. To preserve and protect health care facilities in Minnesota, Mayor faces a lot of challenges; for example, being the best medical institution in the united states, it has a lot of patients to take care, but less equipment's to facilitate the treatment of patients. In a report, Mayo Clinic requested the state to invest $500 for infrastructure because it believed it would generate a lot of income for the country. To maintain over 1.3 million patients from all the 50 countries who come to Mayo each year, Mayo needs to adapt to a new payment method (Hathaway, Misty & Kent Seltman).

The quality of own data. The data and addresses of patients in the united states are usually not sufficient to hold international details. Mayo clinic faces this challenge due to insufficient technology to keep records of patients. To do it, the right mayo clinic should manually clean its files and start a new one. The quality of the international postal and telecommunication infrastructure of the Mayo clinic is not good. This variance can either create a lot of problems in mayor relating to the phone calls and mails it receives. Worldwide based studies take a ton of time than US-based studies, and this makes the US-based studies to practice more(Berry, Leonard & Kent).

Cultural dynamics and high quality of standards. A lot of people are usually suspicious of international calls. Mayo clinic faces this challenge in making international calls, especially in a case of crisis. Mayo receives a lot of patients daily, and the staff and the receptionists sometimes take time to receive calls due to the delays. Mayo Clinic is an international clinic in which it operates in over 20 countries. It maintains a lot of high standards in that it receives a lot of patients and more prominent people. Although it has a lot of high standards, the staff of the Mayo clinic still lag in maintaining these standards. Despite the challenges Mayo clinic faces, it has taught it a lot to overcome these challenges, and patient satisfaction is the key driver of the Mayo clinic, making it strive (Sipp & Douglas).

**Data and information for decision making**

Mayo clinic tracks international patient trends. In monitoring the trends, the data is usually straight forward than the logistics; an explanation to these is that the data must be made uniform rather than a free text field.Mayo center screens universal information of various nations and locales, for instance, hospitalization rates, level of new patients, and various diseases occurring in different areas and how to overcome them. Mayo Clinic researches its sales people; for example, the doctors and the care staff who offer help to global patients.Mayo clinic monitors support staff smoothly and how to overcome the barriers when it happens. Mayo conducts both qualitative and quantitative research on patients in itssocial insurance in the United States. Mayo Clinic. Mayo Clinic conducts this research in different ways; for example, why patients go to a different hospital and why some of them prefer going to the Mayo clinic and others prefer going to other hospitals. Mayo Clinic works hard to understand how decision-making healthcare is made, and it also offers assistance to the physicians and staff members to make the clinic better(Lee, Ju-Yeon, Irina & Robert).

Global market research and healthcare decision making. Mayo clinic marketing department conducts a lot of study on its patients, especially international patients, to know which type of care to provide to its patients. The power of the word mouth is the most crucial factor that the mayo clinic has; for example, different patients reported that the reason for choosing the Mayo clinic is because of referral parents, friends, or relatives. The research indicates that the patients who Influence healthcare decisions come from the Latin America and Middle East (Hathaway, Misty & Kent Seltman).

Role of healthcare insurance. Research indicates that international human services protection is altogether different from the one in the United States. Mayo clinic awareness among patients is not the same; for example, Latin America andMiddle East. Patients purchasing health care insurance in the Mayo clinic is not stable. The global medicinal services protection is expanding quickly, and numerous human services suppliers consider this to be a chance to take patients outside the United States because it is cheaper. Healthcare systems are not the same in different countries, for example, healthcare insurance(Berry, Leonard & Kent).

**Recommendations**

To study these differences, Mayo clinics conducted two quantitative studies first examine comprised of face to face interviews with 400 approach suppliers, and the subsequent investigation comprised of 353 phone interviews with various individuals who obtained the human services protection arrangement.

Face to face interviews with 400 policy providers. Mayo clinic offered a great deal to the policy providers to getdata with respect to human services conduct and socioeconomics. Throughoutthe world open social insurance framework exists as general for all residents; for instance, the private protection arrangement doesn't offer superb inclusion. The 400 policy providers, when asked which is the leading medical Centre in the united states, 72% said they do not know while 25% named Mayo clinic while 2% mentioned other health facilities. In the interview, many of these health providers indicated that they did not have any aim of leaving their nation of origin for medicinal consideration. They felt that social insurance in their nation is incredible, and they had no expectation of leaving the nation for restorative consideration.

A study consisting of 353 phone interviews with various individuals who acquired the social insurance protection strategy.Trust in neighborhood care was extremely high in the second examination than in the first. Individuals who purchased medical attention in another country was competent than buying it in their country because it was cheaper.Both of these investigations offered incredible data about worldwide protection understandings.

It showed that most people outside the United States do not know about the Mayo clinic. Research shows that the Mayo clinic should be more selective or cautious in expanding. Mayo Clinic is very expensive, and most people do not go for medical treatment.In the principal study, 72% of the respondents didn't think about the Mayo facility, and for the Mayo clinic to solve this problem, it should increase its advertisement to every street or corner in the United States. The second study research shows that the Mayo clinic is not known outside the US, and for the Mayo center to solve this, it should open other branches in different countries.

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