



# Marketing Strategy, Organisational Strategy and Organisational Performance: A study of Regional Queensland Hospitals

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## What is this research addressing?

This research seeks to answer the question of 'how does the marketing strategy process in regional Queensland hospital's influence organisational strategy and performance?'

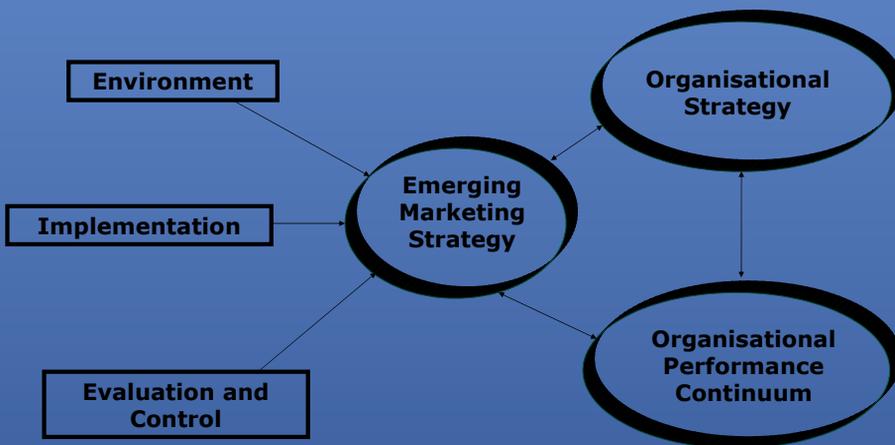
The reasons for the relevance of this research include:

- Current health care environment
- Numerous gaps to be found in health care literature
- Government spending on health care
- Queensland's population growth
- Health care needs of specific community sectors
- Workforce factors
- Demand for hospital services
- Size and complexity of the Queensland health care system



## Approach to the research

This research will use a case study methodology consisting of 10 cases. These 10 cases will include 10 regional Queensland public and private hospitals. Semi-structured interviews will be conducted with selected hospital employees and run for one hour in length.



## What will be achieved through this research?

This research will examine the visionary and opportunistic perspectives of strategy in the context of regional Queensland hospitals. Through doing so, relationships between the key theoretical elements depicted in the conceptual model will be established. These relationships will be analysed so as to determine their effect on the overall marketing strategy process in Queensland regional hospitals.

## The Researcher



Tiana's education qualifications consist of a Diploma in Market Research (AMSR), BBus (ITM & Mkt), BBus (Hons). Tiana's honours study consisted of investigating strategic marketing planning practices and performance in Australia private hospitals. She is currently undertaking PhD studies which investigate organisational strategy, marketing strategy and organisational performance in regional Queensland hospitals. Tiana have also worked in the marketing research industry conducting research for numerous government departments. Tiana's interest in health care marketing developed as a result of previous work experience in the health care industry and the growing need for research in this area.