

非營利組織社會行銷個案探討：以促進兒童用藥安全為例

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摘要

This research is the application of social marketing to the program of nonprofit organization. This article applied the research methods of literature review and in-depth interview to understand the strategies and outcomes and then to access the effectiveness and difficulties of nonprofit organization's social marketing. Based on the analysis results, the research findings are concluded as the following:

First, the research case's Pediatric Medicine Safety Social Marketing Program matched Kotler's social marketing framework. Second, the research case interacted with the members in the network relation by sending letters, conference discussions, telephone discussions, public hearing discussions and seminar discussions. Third, the social marketing outcomes of the research case included: (a) change in governmental agency's pediatric medicine policy; (b) private organizations' supports and responses; (c) Taiwan Joint Commission on Hospital Accreditation included pediatric medicine accreditation in the hospital accreditation content. The difficulties of social marketing included: (a) the types of "Make Medicines Child Size" in the market in Taiwan are insufficient; (b) the market for "Make Medicines Child Size" is small and the pharmaceutical industry is not willing to develop and make such medicine; (c) due to cost, doctors of primary clinics are not willing to prescribe expensive medicines such as "Make Medicines Child Size"; (d) the government has not invested any more money in the development of pediatric medicine; (e) parents do not know much about the advantages of "Make Medicines Child Size" and thus could not put pressure on the government and the medical institutes effectively. Fourth, the research case used press conference as the marketing strategy to interact with competent health authority which was most effective in terms of reaching the goal of social marketing program.

Lastly, based on the results of the empirical analysis, suggestions were proposed regarding the promotional strategies of pediatric medicine safety for the research case, governmental agencies and private organizations. Moreover, suggestions for follow-up research projects were also proposed to provide references for pediatric medicine safety researches in the future.

關鍵字：Nonprofit Organization, Social Marketing, Pediatric Medicine Safety, Taiwan Health Care Reform Foundation