

Review

Marketing Strategies in Reproductive Health Care

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Abstract

The transformation of healthcare systems, increasing competition among medical organizations, and the growing role of patients as active consumers of healthcare services have contributed to the rising importance of marketing strategies in healthcare. The aim of this review is to analyze the main marketing strategies employed by medical organizations in the field of reproductive health, as well as to identify current trends in the digitalization of marketing communications in this area. A comprehensive literature review was conducted using the PubMed, Scopus, Web of Science, Google Scholar, and ScienceDirect databases for the period 2013-2025. Publications were selected using filters based on language (English and Russian), full-text availability, and document type (original research articles, review papers, and recommendations). A total of 87 publications were identified. After removing duplicates and screening abstracts, 41 articles were included in the final analysis. The results of the review indicate that marketing tools, including social media platforms, targeted advertising, and collaborations with opinion leaders, play an increasingly significant role in promoting information and services in the field of reproductive health. Social media contribute to improving awareness, shaping attitudes, and influencing behavioral practices, particularly among younger populations. At the same time, challenges related to content quality and the dissemination of misinformation remain significant concerns.

Keywords: reproductive health, marketing, digitalization, medical organizations, social media.

1. Introduction

Marketing strategies in healthcare have acquired increasing significance over recent decades in response to the ongoing transformation of healthcare systems, intensifying competition among medical organizations, and the evolving role of patients as active consumers of healthcare services [1]. These changes have contributed to a shift from provider-centered models toward patient-oriented approaches, where communication, trust-building, service

positioning, and value creation have become key components of organizational strategy.

Within the context of healthcare digital transformation, a substantial paradigm shift in medical marketing has taken place. The rapid advancement of information and communication technologies, the widespread adoption of internet-based resources, and the growing influence of online platforms have fundamentally altered the mechanisms of interaction

between healthcare providers and target audiences. In parallel, changes in consumer behavior—characterized by increased information-seeking activity, demand for transparency, and reliance on online sources when making health-related decisions—have accelerated the integration of modern marketing instruments into healthcare practice [2].

These developments have led to the diversification of communication channels, the personalization of marketing messages, and the expansion of interactive engagement strategies aimed at improving awareness, accessibility, and service

utilization. In this context, marketing strategies are increasingly viewed not only as promotional tools but also as strategic mechanisms supporting organizational competitiveness, reputation management, and public health objectives.

The aim of this review is to analyze the main marketing strategies employed by medical organizations in the field of reproductive health and to identify current trends in the evolution and transformation of marketing communications within this area.

2. Materials and Methods

A comprehensive literature review was conducted to examine marketing strategies in the field of reproductive health. Relevant publications were identified through systematic searches in the following electronic databases and resources: PubMed, Scopus, Web of Science, Google Scholar, and ScienceDirect.

The search covered the period from 2013 to 2025. The search strategy included the following keywords and their combinations: “reproductive health,” “marketing,” “digitalization,” “medical organizations,” and “social media.” Filters were applied to limit the results by language (English and Russian), availability of full-text publications, and document type (original research articles, review papers, and recommendations). A total of 87 publications were initially identified. After removing duplicates and screening titles and abstracts for

relevance, 41 articles were selected for full analysis. Inclusion criteria comprised peer-reviewed original research articles and review publications addressing marketing strategies in healthcare, including the field of reproductive health, as well as studies analyzing the use of marketing tools by medical organizations. Particular attention was given to publications examining the application of digital marketing instruments, including websites, social media platforms, search engine optimization, and online patient communication.

Exclusion criteria included publications not related to healthcare marketing or reproductive health, studies focusing exclusively on clinical aspects without consideration of marketing strategies, duplicates, conference abstracts, brief reports, editorial materials, and publications without full-text access.

3. Results

Sewak et al. demonstrated that digital interventions can influence both cognitive and behavioral domains, increasing awareness and fostering positive attitudes toward sexual and reproductive health, as well as promoting preventive practices and healthcare-seeking behaviors [3].

Theodorakopoulos et al. reported that within social media environments, platform algorithms, targeted advertising, and collaborations with influencers significantly determine content visibility and audience engagement [4]. These mechanisms play a crucial role in shaping the reach and dissemination of health-related information.

In a study conducted by Nguyen et al., audience reach and engagement regarding reproductive health topics were evaluated among young people using social media platforms [5]. The target population included individuals aged 16-29 years. The most effective strategies for expanding audience reach were identified as targeted advertising on Facebook and the publication of photographs featuring tagged

participants attending a music festival on the project's page. Periods of peak user activity, reflected in the number of comments and “likes,” corresponded with phases of active audience recruitment and the dissemination of video content. However, the level of video views varied depending on specific posts. Overall, the findings demonstrate the substantial potential of social media as a tool for reaching and engaging young audiences in sexual health promotion programs.

Shrivastava et al. reported that social media platforms are effective in disseminating information related to family planning and in reducing stigma associated with infertility [6]. In particular, content focused on postpartum recovery often emphasizes mental health support, assisting women in coping with depression and anxiety. Such platforms also have the potential to transform the dissemination of sexual health information and play an important role in the prevention of sexually transmitted infections.

Content presented in accessible and adapted formats, such as infographics, video materials, and interactive posts, contributes to higher levels of audience engagement and facilitates the comprehension of complex medical topics. Additionally, social media enable users to anonymously ask questions related to sensitive aspects of health, thereby reducing barriers to information seeking and professional consultation.

In addition, social media may significantly influence women's body image perception and the development of self-care practices by promoting unrealistic aesthetic standards based on ideals of thinness and rapid postpartum body recovery, which may negatively affect both physical and emotional well-being [7]. Influencers, particularly so-called "mumfluencers" (mother influencers), play a key role in shaping public perceptions. They frequently promote postpartum recovery products, such as vitamins and fitness programs, often without sufficient scientific evidence, thereby contributing to the risk of misinformation. Consequently, the widespread dissemination of unverified or scientifically unsupported information regarding postpartum nutrition and exercise represents an additional concern. At the same time, positive messages emphasizing body acceptance and healthy postpartum recovery are considerably less common.

Furthermore, social media have become an important source of information on women's health, including conditions related to pelvic floor disorders. However, analyses of popular video content on the TikTok platform reveal substantial quality concerns. In a cross-sectional study evaluating videos related to pelvic organ prolapse, urinary tract infections, overactive bladder, and urinary incontinence, the vast majority of posts (96%) were found to demonstrate low levels of evidence and information quality [8]. Moreover, 18% of the videos contained elements of misinformation. It was additionally observed that a significant proportion of the content was created by non-professional users, with limited involvement of physicians, particularly specialists in urogynecology. These findings highlight the shortage of high-quality educational content and underscore the need for greater engagement of healthcare professionals in producing evidence-based, accessible, and engaging information for the public.

Social media can serve as an effective tool for disseminating information on disease prevention, including vaccination against human papillomavirus (HPV). A systematic review conducted by Apata et al. covering the period 2011–2024 demonstrated mixed effects of social media on awareness, knowledge, and vaccination intentions regarding HPV among adolescents and young adults [9].

In one study, the impact of social media posts about HPV vaccination created by influencers on parents' knowledge, attitudes, and intentions to vaccinate their children was evaluated [10]. The authors assessed the effectiveness of social media content developed by influencers from African American and Latino communities. The results indicated a statistically significant increase in knowledge about HPV and the vaccine, as well as improved attitudes toward vaccination and higher intentions to vaccinate children. Furthermore, a high level of trust between followers and opinion leaders was found to facilitate more effective reception of medical information.

Within a systematic review conducted by Dinh et al., influencer-generated content targeting audiences aged 13–24 years was analyzed to identify the communication techniques employed [11]. The findings revealed that most studies focused primarily on disease prevention and pregnancy-related topics, while positive sexual health and well-being received considerably less attention. In addition, the authors reported a lack of consistency in terminology and conceptual frameworks used in the study of sexual health communication on social media platforms.

The study by Liu et al. analyzed posts published by influential obstetricians and gynecologists on the popular social media platform Weibo in order to identify the main topics, communication styles, functions, and destigmatization strategies employed [12]. The most extensively covered issues were related to women's childbirth. The experts actively established psychological connections with their audience by avoiding complex medical terminology and using analogies between in-group and out-group perspectives. The use of everyday language, empathetic responses to followers, and the reduction of blame were identified as key factors influencing audience engagement.

In a study conducted by Bahkali et al., posts from Twitter accounts in Saudi Arabia between 2014 and 2015 were analyzed [13]. The results indicated that most followers sought information related to gynecology, pregnancy, and breastfeeding. The analysis also demonstrated increased levels of health awareness and understanding among followers, highlighting the potential of social media platforms for promoting women's health in Saudi Arabia and the broader Arab region.

Hadadian et al. conducted a systematic review to examine the role of various media, including television, radio, social media, and online platforms, in shaping fertility intentions, contraceptive use, and decision-making related to childbearing [14].

Public figures with significant societal influence can substantially increase demand for genetic testing

and related preventive measures, a phenomenon widely known as the “Angelina Jolie effect” [15].

Following the actress’s 2013 publication in *The New York Times* revealing her BRCA1 mutation and her decision to undergo a preventive bilateral mastectomy, a sharp increase in referrals for genetic counseling and BRCA1/BRCA2 testing was observed. In one Canadian oncology center, referrals for genetic counseling increased by 90% within the first six months, while the number of identified mutation carriers rose by 110% [16]. Similar trends in the uptake of genetic testing and preventive interventions were reported in the United States and the United Kingdom [17–18].

This phenomenon demonstrates the substantial impact of public figures on raising awareness of hereditary cancer risk and increasing testing uptake. However, it also underscores the importance of providing accurate information regarding the

indications, benefits, and limitations of genetic testing to ensure informed decision-making [16–17].

The study by Blakemore et al. aimed to examine fertility-related accounts and influencers on the Twitter and Instagram platforms [29]. Using platform search functions, accounts were identified based on the following keywords: fertility, infertility, trying to conceive, egg freezing, in vitro fertilization (IVF), endometriosis, and reproductive health. Only publicly available English-language accounts were included in the analysis, resulting in a sample of 537 accounts (278 on Twitter and 259 on Instagram). Account types included organizations, clinics, physicians, patients, support groups, and others. On Instagram, personal narratives and supportive content predominated, whereas Twitter more frequently featured posts promoting services and educational information. A total of 39 accounts were classified as influencers, and only a small proportion of them represented certified reproductive endocrinology specialists.

4. Discussion

The protection of women’s reproductive health is one of the key components of national and public health policy [20]. This field encompasses a comprehensive set of measures aimed at preventing reproductive disorders, providing preconception care, supporting family planning, facilitating postpartum recovery, and managing various forms of infertility.

The most commonly used tools in this area include web-based platforms and mobile technologies, which enable the integration of educational content with interactive engagement features.

In recent years, a decline in the effectiveness of traditional mass advertising has been observed, alongside a growing importance of marketing strategies based on recommendations from opinion leaders and trusted sources.

Social media influencers are widely recognized as prominent sources of information on various health-related topics, including pregnancy and early parenthood [21]. In recent years, the volume of content produced by obstetricians, expectant parents, and parents on social media platforms has increased substantially.

At the same time, micro-influencers often enjoy higher levels of audience trust compared to well-known media personalities, which may be attributed to perceived authenticity and closer connections with their followers. Online social interactions contribute to mechanisms of collective content evaluation, facilitating rapid dissemination. However, these processes may also amplify the spread of misinformation, as emotionally charged or sensational messages frequently generate higher engagement rates than neutral content.

Furthermore, research indicates that a considerable proportion of social media content is primarily promotional in nature, emphasizing the benefits of medical services and technologies while insufficiently or inaccurately addressing potential risks, contraindications, and limitations of effectiveness [22].

Media content has been shown to positively influence the use of modern contraceptive methods and to exert a comprehensive impact on behaviors, knowledge, and attitudes related to fertility decisions and maternal health. However, the effects of media depend on content, context, and prevailing social norms, while geographical differences significantly affect the effectiveness of media in shaping reproductive and fertility-related behaviors.

For example, in sub-Saharan African countries such as Nigeria, access to mobile phones and the internet has been associated with increased use of modern contraceptives. In Ethiopia, media exposure influenced collective norms regarding contraceptive use, whereas no such association was observed in Tanzania. In South and Southeast Asia, including India and Indonesia, exposure to television programs and family planning messages contributed to increased use of reversible contraceptive methods. In East Asia, such as China and South Korea, social media influenced fertility intentions and childbearing decisions, although the effect varied depending on the stage of pregnancy planning and contextual factors.

In Europe and North America, economic news and television programs related to pregnancy were associated with declining fertility rates and increased interest in contraception. In the Middle East and North Africa, social media influenced fertility decisions through interactions with family and peers and contributed to greater utilization of antenatal care services and facility-based childbirth.

Several studies have reported a positive association between social media exposure and increased knowledge about vaccination, as well as stronger vaccination intentions, whereas other studies found no statistically significant effects. Exposure to content containing critical or inaccurate information about vaccination was associated with reduced

vaccination intentions, particularly among individuals with lower baseline knowledge, indicating increased susceptibility to misinformation. Conversely, messages delivered in interactive formats and emphasizing the potential negative consequences of vaccine refusal were associated with higher levels of motivation to vaccinate.

Accordingly, global practices in the promotion of reproductive health include family planning information campaigns, youth-oriented sexual education programs, digital campaigns on social media platforms, partnerships with community and religious organizations, and the engagement of opinion leaders to disseminate accurate and evidence-based information.

5. Conclusions

This review demonstrates that marketing strategies in reproductive health care are becoming increasingly significant in the context of healthcare system transformation and changing patient expectations. Contemporary approaches emphasize strategic communication, audience engagement, and collaboration with key opinion leaders to enhance public awareness, trust, and utilization of reproductive health services. Social media and other communication platforms represent important tools for disseminating information and influencing knowledge, attitudes, and behavioral intentions, particularly among young populations. At the same time, the effectiveness of marketing interventions is closely linked to content quality, credibility, and contextual factors. The growing influence of influencers and user-generated content creates both opportunities for broader outreach and challenges related to misinformation and

the variability of scientific rigor. Therefore, strengthening the involvement of healthcare professionals and ensuring evidence-based communication are essential to improve the impact and reliability of marketing strategies in reproductive health promotion.

Conflict of interests. The authors declare no conflicts of interest.

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Репродуктивтік денсаулық сақтау саласындағы маркетингтік стратегиялар

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Түйіндеме

Денсаулық сақтау жүйелерінің трансформациясы, медициналық ұйымдар арасындағы бәсекелестіктің күшеюі және пациенттердің медициналық қызметтердің белсенді тұтынушылары ретіндегі рөлінің артуы денсаулық сақтаудағы маркетингтік стратегиялардың маңыздылығын арттырды. Осы шолудың мақсаты - репродуктивтік денсаулық саласындағы медициналық ұйымдар қолданатын негізгі маркетингтік стратегияларды талдау және осы бағыттағы маркетингтік коммуникациялардың цифрлану үрдістерін айқындау. Мақаланы дайындау барысында 2013-2025 жылдар аралығында PubMed, Scopus, Web of Science, Google Scholar және ScienceDirect дерекқорларында ғылыми әдебиеттерге шолу жүргізілді. Іріктеу барысында тілдік критерийлер (ағылшын және орыс тілдері), толық мәтіннің қолжетімділігі және жарияланым түрі (ғылыми мақалалар, шолу еңбектер, ұсынымдар) бойынша сүзгілер қолданылды. Барлығы 87 жарияланым анықталды. Дубликаттарды алып тастау және аннотацияларды талдау нәтижесінде 41 мақала қорытынды талдауға енгізілді. Шолу нәтижелері маркетингтік құралдардың, соның ішінде әлеуметтік желілердің, таргеттелген жарнаманың және пікір көшбасшыларымен (инфлюенсерлермен) ынтымақтастықтың репродуктивтік денсаулық саласындағы ақпарат пен қызметтерді ілгерілетуде барған сайын маңызды рөл атқаратынын көрсетеді. Әлеуметтік медиа халықтың хабардарлығын арттыруға, көзқарастарды қалыптастыруға және мінез-құлықтық тәжірибелерді өзгертуге ықпал етеді, әсіресе жастар арасында. Сонымен қатар контент сапасына қатысты мәселелер және жалған ақпараттың таралу қаупі байқалады.

Түйін сөздер: репродуктивтік денсаулық, маркетинг, цифрландыру, медициналық ұйымдар, әлеуметтік желілер.

Маркетинговые стратегии в сфере охраны репродуктивного здоровья

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Резюме

Трансформация систем здравоохранения, усиление конкуренции между медицинскими организациями и рост роли пациентов как активных потребителей медицинских услуг обусловили повышение значимости маркетинговых стратегий в здравоохранении. В сфере репродуктивного здоровья цифровые коммуникационные каналы становятся важным инструментом распространения информации, повышения уровня осведомленности населения и продвижения профилактических практик. Целью настоящего обзора является анализ основных маркетинговых стратегий, применяемых медицинскими организациями в области репродуктивного здоровья, а также выявление современных тенденций цифровизации маркетинговых коммуникаций в данной сфере. Для подготовки статьи был проведён обзор научной литературы с использованием баз данных PubMed, Scopus, Web of Science, Google Scholar и

ScienceDirect за период 2013–2025 гг. Публикации отбирались с применением фильтров по языку (английский и русский), доступности полного текста и типу документов (научные статьи, обзоры, рекомендации). Всего было выявлено 87 публикаций. После удаления дубликатов и анализа аннотаций в окончательный анализ включена 41 статья. Результаты обзора показывают, что маркетинговые инструменты, включая социальные сети, таргетированную рекламу и сотрудничество с лидерами мнений, играют всё более значимую роль в продвижении информации и услуг в сфере репродуктивного здоровья. Социальные медиа способствуют повышению уровня осведомлённости, формированию установок и изменению поведенческих практик, особенно среди молодежной аудитории. Вместе с тем отмечаются проблемы качества контента и распространения недостоверной информации.

Ключевые слова: репродуктивное здоровье, маркетинг, цифровизация, медицинские организации, социальные сети.