

## Geomarketing As A Tool For Health Service Business: Private Hospital Application

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### Abstract

Geomarketing, a new way of knowledge-based marketing, integrates geographic analysis, reasoning, and technology for the improvement of the business judgmental decision. Geomarketing can help you find out who your best customers are and apply geographic analysis techniques to discover where to find more of them. Solving almost any sales and marketing challenge start with knowing who your customer is. Therefore; private hospitals, as commercial businesses with huge investments, also need to find out their best customers and discover where to find more of them. In other words, private hospitals also need customer profiling with geomarketing tools. In this context, the aim of this study is to analyze spatial density, based on the demographic characteristics of customers of private hospitals. A small private hospital, located in Eskişehir city center was chosen for this study. In one year period, the address locations, frequency of visits, clinic choices and neighborhood concentrations of the patients, due to the demographic characteristics, were examined using Geographic Information Systems (GIS) from the hospital patient records.

**Keywords:** Geographic Information System (GIS), geomarketing, knowledge-based marketing, health, statistical analysis.