

BEHIND-THE-SCENES MARKETING AS A TOOL FOR COMMUNICATING THE MEDICAL FACILITY WITH THE PATIENT ON SOCIAL MEDIA

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Purpose: to present issues related to behind-the-scenes marketing in the context of its relevance to the medical establishment as a social media communication channel.

Design/methodology/approach: A literature analysis and critique was applied. A non-systematic literature review was conducted using scientific databases: Google Scholar, Taylor and Francis Online, PubMed and ScienceDirect. The scientific items were supplemented with industry literature and online sources on the issues addressed.

Findings: Behind-the-scenes marketing on social media allows for better outreach to patients, building trust and loyalty to the medical facility. An authentic representation of the organisation's activities and values translates to greater service satisfaction. In addition, behind-the-scenes marketing enables better communication with patients and promotion of the quality of medical services, and the diverse content and its forms contribute to the organisation's online visibility.

Research limitations/implications: The literature review was based only on selected scientific databases. The literature search used a specific combination of keywords using logical operators, which may have omitted other scientific items from the database.

Practical implications: Medical facilities should create compelling and diverse behind-the-scenes content on various social media and share the values and mission of the facility. Such activities attract patients' attention and humanise the brand. Medical staff should be trained to communicate with patients to understand their needs better, which improves satisfaction with medical services and influences loyalty.

Social implications: Facilities should use behind-the-scenes marketing to communicate relevant information about health, prevention and available services. In this way, patients will be better informed and can make more informed decisions about their health. In addition, the authenticity presented in behind-the-scenes marketing can help strengthen the perception of healthcare facilities as entities focused on the health and well-being of patients.

Originality/value: The coverage of issues treating behind-the-scenes marketing is based exclusively on foreign literature, enriching the previous scientific output concerning marketing in the enterprise and medical industry, signalling the author's contribution to developing the discipline of management and quality sciences. There is not much research in the analysed sources in this area, especially in the Polish literature, which provides excellent opportunities for further exploration of the issues raised. The article primarily addresses researchers and scientists dealing with behind-the-scenes marketing in the medical industry. In addition,

the article is valuable for managers of medical institutions dealing with communication with stakeholders, mainly patients.

Keywords: behind-the-scenes marketing, patient, medical facility, social media, communication.

Category of the paper: General review.

1. Introduction

Behind-the-scenes marketing in healthcare facilities is vital for communicating with patients on social media. To effectively use this form of marketing in healthcare facilities, it is essential to focus on staff empathy, a friendly facility interior and online visibility. It is necessary to highlight that behind-the-scenes marketing attracts new patients and influences the loyalty and satisfaction of existing patients. The role of social media in exposing behind-the-scenes marketing activities is vast, as more and more patients are seeing the activities of their healthcare facility in these very places, which can translate into building their brand and maintaining good relationships with their healthcare audience.

The study aims to present issues related to behind-the-scenes marketing in the context of its relevance to the medical institution as a communication channel in social media. To achieve the stated objective, the following research questions were formulated:

1. What are the benefits of behind-the-scenes marketing for companies and their audiences?
2. What is the importance of behind-the-scenes marketing used on social media for the growth of a medical facility?

2. Research Methodology

The research method used in this study was literature analysis and critique. For this purpose, a non-systematic literature review was conducted based on an established condition with keywords and Boolean operators: ("behind-the-scenes marketing" OR "BTS marketing") AND (healthcare OR "healthcare provider" OR "medical facility") AND "social media", on which the search for relevant literature was based in databases (the search results in brackets are the number of items): Google Scholar (6), Taylor and Francis Online (0), PubMed (0) and ScienceDirect (0). No time limitation was applied to avoid missing items of value. The listed databases were chosen because the Author of the study has an account in these databases. As the search query yielded only 6 results, and none of these items were ultimately taken for analysis, it was decided to continue the literature collection process through the Bing search

engine, analysing industry articles, blogs, and company websites, among others. In the end, 24 sources were analysed, among which there were academic articles (10), chapters from monographs (1), online industry articles (6), blogs (5), and online dictionaries (2).

3. Behind-the-Scenes Marketing - Essence, Application and Benefits for Companies and Audiences

With modern audiences craving authenticity and transparency, they are more likely than ever to identify with brands they feel connected to, and companies can further build this connection by using behind-the-scenes content to humanise their image (Unlimited, 2019). Behind-the-scenes (BTS) marketing has become a powerful tool for brands to communicate with their customers; from films, fashion shows or software development to culinary art, BTS content offers an insight into the process behind a polished end product (Townesley, 2024). However, what exactly is behind-the-scenes marketing, and what are its uses?

Behind-the-scenes marketing (BTS) is partially uncut content that provides an unedited view of what is happening inside the company (Mara, 2022). This content shows audiences the culture, management and day-to-day operations of the company, and promoting this type of behind-the-scenes content helps cultivate a personal connection with consumers, increase engagement (O'Brien, 2018), and create authenticity as well as increase its perception, given that this content is similar to that generated by users (Richards et al., 2021). This authenticity breeds connections, as behind-the-scenes content peels away the layer of perfection often associated with finished products and instead shows the messy, imperfect and human side of creation. Audiences resonate with this authenticity, creating a deeper emotional connection with the brand (Townesley, 2024).

Behind-the-scenes marketing thus involves the selective management of information, pointing out that what is not communicated is just as important as what is shared, emphasising the importance of secrecy in marketing strategies (Berthon et al., 2021). Such covert activities aim to connect with audiences, revealing the internal workings of the organisation and development processes (Geretsegger, 2021).

Behind-the-scenes marketing also refers to the hidden processes and algorithms used by search engines, influencing users' perception and understanding of information searched online (Cortázar, 2014). This enables companies to analyse vast amounts of data to identify patterns and trends that may not be apparent at first glance, allowing companies to make informed decisions, optimise marketing campaigns and improve overall business performance. Behind-the-scenes marketing also enables companies to stay ahead of the competition by anticipating market trends and proactively adjusting strategies, as by harnessing the power of data mining, companies can identify emerging opportunities and potential threats, giving them a competitive

advantage in the marketplace. Furthermore, behind-the-scenes marketing helps companies streamline their operations and improve efficiency by automating targeted advertising, customer segmentation and predictive analytics (John, 1999).

Behind-the-scenes marketing is also applied in fashion, focusing on the processes and connections that shape the history of contemporary fashion (Eide, 2023). In addition, one can also identify another application of behind-the-scenes marketing relating to the publication process of the *Thesaurus Antiquitatum et Historiarum Italiae* by Pieter van der Aa, in which he played a crucial role in overcoming obstacles and successfully promoting the work in academic circles (Piccoli, 2013).

Behind-the-scenes marketing can include movie bloopers, an interview with a favourite actor on the set of his next film, and memes after the film. This type of behind-the-scenes content gives an insight into the people behind your favourite products, services and social content. Behind-the-scenes content humanises brands, strengthens their online presence, and nurtures relationships with customers (Kenan, 2023), i.e. they benefit both media creators and consumers. This type of content can show a different side of the brand and build trust among audiences ('Behind the Scenes (BTS) | Glossary', n.d.). Furthermore, by using behind-the-scenes marketing strategies, companies can gain valuable insights into customer needs and tailor their products or services accordingly. This personalised approach can increase customer satisfaction and loyalty, ultimately driving business growth (John, 1999).

4. Behind-the-Scenes Marketing in Social Media - Examples and Relevance to the Healthcare Facility

Changing consumer behaviour, ever-increasing competition between brands and technological advances determine the landscape of social media marketing. Today, it is about social media presence and communicating content effectively and efficiently to the audience. What matters most to users is transparency and authenticity on the part of brands, which have become essential elements of any successful social media marketing strategy, and behind-the-scenes content plays a vital role in this dynamic (Big Deal Marketing, 2024).

BTS is widely used on social media, being a great way to share a more intimate and unfiltered view of different activities or creations ('What Does "BTS" Mean?', 2023). An example of behind-the-scenes marketing activities on social media is when a company reveals the inner workings of a campaign to engage and inform its audience (Basra, 2014).

Medical facilities can also expose various content and behind-the-scenes activities on social media, such as a series of meetings with medical staff or a video showing a specific medical procedure. In this case, social media is an ideal channel for BTS content, as it can include

videos, photos, blogs, and other content formats that highlight the staff, procedures, and treatments that bring a healthcare provider to life.

In the case of a medical facility, relevant and engaging social media content can be shown in various ways. Firstly, it is possible to showcase the medical professionals working at the medical facility daily who are the faces behind the entity. Such employee recognitions related to the staff's skills, knowledge and commitment build the facility's brand as an authority in the medical industry. Photos, videos or blog articles can be used when healthcare providers share their daily tasks. In this way, you can present and discuss the structure of the medical and administrative staff, as well as how the facility's management manages its team. In addition, the specific methods and tools the team uses can be presented while adding storytelling elements.

Secondly, the facility's interior can be presented creatively while highlighting the building layout, rooms, and atmosphere. This content is visually engaging and shows patients what they can expect when they visit a particular facility. In addition, it is great for promoting special events such as White Saturdays. Such initiatives aim to improve public health by facilitating access to medical specialists and consultations and providing preventive screenings at no cost to local communities. White Saturdays offer considerable convenience, especially for people involved in professional activities who find it difficult to make regular appointments with their family doctors. On-site, medical professionals encourage individuals to examine themselves, provide critical details about diseases and potential risks, impart knowledge about the dangers of various lifestyle diseases, and offer guidance on self-care. Through White Saturdays, residents of a specific area or city are offered mobile screening services, often performed via specialised vehicles such as hearing buses, osteobuses, mammobuses or specially equipped screening tents (*White Saturdays | Poznan.pl*, n.d.).

Thirdly, if a medical facility hosts or participates in a health-related event, conference or congress, it can report on the entire stay, showing the audience's emotions surrounding the event. For example, an Instagram Reel showing how the facility interacted with TikTok during the conference session can be created. In addition, you can post the findings of a session in real time to encourage participants to attend the next session. Finally, on social media, you can spark the curiosity of those watching a particular healthcare provider around upcoming events with announcements (static and video). An example would be a carousel post on Instagram, where the first slide could show a conversation between team members working on an event, and the next slide could show a video clip relating to the topic of discussion. In doing so, you could encourage your audience to interact through a call-to-action in the form of a question, a request for comment or an incentive to share the post. In summary, engaging your audience with videos on social media is now critical to the success of the healthcare industry. Social media platforms such as Facebook, Instagram, LinkedIn and Twitter have become major hubs for video content. Each platform offers unique video features such as Instagram's Reels, LinkedIn's native videos and Twitter's short video snippets. These platforms provide a space

for more informal and creative video content, allowing medical brands to connect personally with their audiences (Gadless, 2023).

Increasingly, healthcare providers are providing videos of specific treatments or medical interventions or 'before and after' photos to provide an exclusive insight into the performance of a particular procedure to generate buzz among patient-clients and give them a behind-the-scenes look at the entire procedure. Additionally, viewers can be encouraged to dig deeper and sign up for a consultation before the procedure. What is added to the behind-the-scenes video depends on what the facility wants viewers to know or learn. This is an excellent opportunity to share ideas, concepts and values that may not be detailed in standard marketing materials and on the entity's website. In addition, behind-the-scenes videos can be styled to give viewers a better insight into what happens before, during and after the camera run while also allowing them to become aware of specific stages of the service (Farber, n.d.). In summary, the benefits of using behind-the-scenes videos for businesses, including medical facilities, can be identified (Townsley, 2024; Watts, 2017): humanising the company, demonstrating the quality of their products and services, sharing their "why?", educating and inspiring, cultivating a sense of exclusivity, building trust.

To summarise the discussion so far, it is essential to emphasise that social media makes it easier for medical facilities to share compelling content behind the scenes. Combining videos and photos with written captions, blog or email marketing to add depth and a human side to your brand story is a good idea. Exciting forms of behind-the-scenes content include video previews (trailers), blooper videos (compilations of funny and awkward moments), photo previews, and photo carousels (Zaleski, n.d.). This type of content enables providers to share valuable health information, promote services and effectively connect with patients (Kumar, Dhyan, 2023), and by using platforms such as Facebook, Telegram and YouTube, medical professionals can reach a wider audience, increase brand awareness and increase the number of potential customers, ultimately improving the overall patient experience and healthcare delivery (Atsbeha, Wodaje, 2024a, 2024b).

The following are some examples of Polish medical facilities that use behind-the-scenes marketing on social media.

1. Enel-Med Medical Center: Its Facebook profile regularly shares photos and information about opening new branches, such as the facility in Warsaw Spire and the React office building in Lodz. The posts show a behind-the-scenes look at the network's growth and commitment to expanding the availability of medical services (enel-med, 2022a, 2022b).
2. Salve Medica: This facility actively maintains social media profiles, such as Facebook and Instagram, where it regularly publishes content showing the daily work of the medical team, preparations for procedures, and coverage of educational events. This lets patients get to know the clinic's staff and facilities better, building trust and a positive image (Cieřlik, 2023).

3. Klinika Skórna.pl: Publishes photos and videos showing the results of procedures, such as labioplasty, on its Facebook and Instagram profiles, along with patient stories (Skórna.PL, n.d.; Skórna.pl | **Medycyna Estetyczna** | **Chirurgia** | **KATOWICE** (@skorna.pl) • Zdjęcia i filmy na Instagramie, n.d.).
4. Piotr Skupin Plastic Surgery Clinic: Shares “before and after” photos of procedures such as breast augmentation and nose correction, showing the results of their work (*Piotr Skupin* (@skupinklinika) • *Zdjęcia i filmy na Instagramie*, n.d.).
5. Klinika Kolasiński: Documents the results of procedures through photography, allowing objective evaluation of the results and presenting them on social media (*Klinika Kolasiński*, n.d.; *Klinika Kolasiński* (@klinikakolasinski) • *Zdjęcia i filmy na Instagramie*, n.d.).

Polish medical facilities on social media increasingly use behind-the-scenes marketing to build trust and patient engagement. An example of such activities is Enel-Med Medical Center, which presents a behind-the-scenes look at the development of its facilities, highlighting its commitment to making services more accessible. Salve Medica uses social media to show the daily work of its staff, preparations for procedures, and coverage of educational events, enhancing the clinic's positive image. Clinics specialising in aesthetic medicine, such as Klinika Skórna.pl, Piotr Skupin Plastic Surgery Clinic and Klinika Kolasiński use behind-the-scenes marketing, publishing photos and videos of the “before and after” effect of procedures performed. This content is often supplemented with patient stories, which allows a better understanding of medical procedures and builds authentic trust in the facilities. All these activities demonstrate how behind-the-scenes marketing can be effectively used on social media to bring patients the behind-the-scenes of facilities' operations, promote professionalism and increase transparency in communication with the public.

5. Limitations

This article contains limitations. Firstly, the literature review was based only on selected scientific databases: Google Scholar, Taylor and Francis Online, PubMed and ScienceDirect, which did not result in any relevant publications anyway, thus limiting the number and value of search results for applicable items. When writing the article on behind-the-scenes marketing in the medical industry, one may focus on other scientific databases omitted from this study: Web of Science and Scopus. Secondly, the literature search used a specific combination of keywords using logical operators, which may have omitted other scientific items from the database. Industry literature and electronic sources were used to supplement the analysis.

6. Conclusions and Practical Implications

The conclusions of the literature review are as follows about the research questions posed. Firstly, behind-the-scenes marketing contributes to brands' humanisation, allowing them to reach their audiences better. By portraying activities and values authentically, companies can build trust and loyalty with their audiences, resulting in greater satisfaction with service quality. Additionally, effective use of this type of marketing can attract new audiences through engaging and authentic content. Secondly, behind-the-scenes marketing on social media is essential in creating a positive image for medical facilities. It enables better communication with patients and promotes the availability and quality of services. Behind-the-scenes content, such as videos and photos, contributes to the facility's online visibility and improves community perception.

The practical implications of behind-the-scenes marketing in the context of medical facilities include several vital aspects: increasing visibility on social media, interacting with patients, humanising the brand, building trust and relationships with patients, and being creative in communication.

Firstly, medical facilities should focus on creating compelling behind-the-scenes content on social media that can capture patients' attention. It is worth experimenting with various engaging content formats, such as videos, photos, blogs, posts, event previews, behind-the-scenes videos or compilations of funny staff moments. In addition, medical facilities should take full advantage of various social media outlets such as Facebook, Instagram, LinkedIn and TikTok, tailoring content to the specifics of each platform and actively engaging audiences to participate in discussions (e.g. through questions, requests for comments or interactive call-to-action posts). Secondly, it is worth sharing the values and mission of the organisation in the form of content that shows the organisation's human side. Recipients want to know who is behind the medical services, which can build trust and a bond with patients. Thirdly, medical staff should be trained to communicate with patients to show empathy and understanding of their needs. Placing more importance on interaction with patients improves patient satisfaction and influences loyalty.

Despite the identified limitations, this article may form the basis for a more extensive analysis in the future, which could include additional or utterly different research bases. In addition, this paper may initiate a series of articles addressing behind-the-scenes marketing in the medical industry on selected social media, revealing differences in community building, professionalism, communication process, and content used - including its length and forms.

7. Summary

Behind-the-scenes marketing in social media is an innovative communication tool, particularly relevant in the medical industry, where transparency, authenticity and relationship-building with patients play a key role. An analysis of examples of Polish medical institutions, such as Enel-Med Medical Center, Salve Medica and aesthetic medicine clinics, shows that the appropriate use of behind-the-scenes content can effectively humanise a brand, increase audience engagement and build trust and loyalty among patients.

Publishing content showing the behind-the-scenes of daily operations and the effects of treatments or educational events allows the facility to increase its visibility in the online space and reinforce its image of professionalism and accessibility. BTS content in the form of photos, videos or posts from the backstage of a medical facility's operations can attract new patients while maintaining a bond with existing customers.

The practical benefits identified in the article, such as humanising the brand, promoting service quality and building trust, show that behind-the-scenes marketing should become an integral part of any medical facility's communication strategy. Further research in this area may provide additional information on the effectiveness of such activities and their impact on the development of medical facilities in a rapidly changing digital environment.

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