

Social Marketing Strategic Tool to Promote Patient Care: Rhetoric and Reality

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Letter to Editor

Dear Editor

Despite the concerted efforts researchers in social sciences by and large, have not addressed social pertinent issues which could help ameliorate suffering and deprivation so rampant in the developmental programs of many developing countries, particularly in Pakistan [1]. There are several reasons for this, one of the major being the lack of social inclusiveness initiatives that help transform subject communities into viable social entities. The supportive system, which is essentially a motivational variable, is vital for cultural transformation. This psychosocial reality has not yet effectively been researched and pursued in the literature of social sciences. As a result traditional strategy to deploy resources to enhance the quality of lives of impoverished and disadvantaged segment of the society by local and the international donors, policy makers and other non-governmental organization have not yet yielded appreciable results, particularly the efforts and requisite institutional commitments to transform Millennium Development Goals (MDGs) [2]. This is due to lack of strategy for designing appropriate methodological approach to bring about sustainable change. The methods and techniques, which have largely been employed, barely reinforce the social dynamics of the community [3].

The wish to change human conditions is the vital motor for change that any social researcher can not ignore to answer, if it is intended to alter the socio-economic life pattern of a community. To accomplish this foremost requirement is by bringing about attitudinal changes, the values and beliefs, which are generally impediments to any process of development in a community [4]. In other words current approaches remain very sterile and counterproductive in the overall matrix of socioeconomic development, particularly impoverished and disadvantaged segments of the society. The need to correct the perspective is paramount for harnessing appreciable results, promising outcomes and credibility of the programs. This paper proposes a paradigm shift, which is vital to highlighting the social context and social interactionist approach from intra-individual processes and persuasive techniques that have remained the major focus for discerning the complex realities [5]. Effective learning among professional health community members are quite possible. It is, however, felt that there is basic flaw in our professional development system that lacks

requisite strategic thrust to acquire requisite knowledge and skills that tend to enhance capability of the health professionals. This, in turn, could better empower the stakeholders, particularly patient and communities' wellbeing, if they are in the main stream of social development process. Moreover, no concerted efforts have been made to promote enterprising community health workforce. Without nurturing this professional segment, no societies can leap-frog in social indicators and enhancing social safety net, prerequisite for sustainable development, health and hygiene of the community unless capable people are placed at the center of decision making [6]. Group dynamics is essentially a motivational construct which provides cognitive-behavioral road map into the process of social change and development. It is not through lecture or sermons rather an insightful understanding that one gains through mutual discussion to initiate the process of synergistic solutions. When put to empirical test the idea has found ample support which lends credence to the fact that community oriented social pioneering activities entails, which tend to speed up progress and prosperity in communities languishing in poverty and deprivation [7]. There are some cases where the efforts to trigger the spirit of social entrepreneurship met with astounding success notable cases are Grameen Bank in Bangladesh and several other projects in the developing countries.

The results of field experiments, a longitudinal study that highlights the role of group dynamics as a strategic tool for community development is a clear testimony to the kind of research dimension in the field of social marketing support in the thesis, intriguing community responses toward the betterment of their communities as well as their adjacent ones. This study also underscores the idea that the collectively felt responsibility is a major determinant of social inclusiveness as well as sustainable change and development. The results also propose future implication and practical value of the research for the quest of the inquiry towards community building talent, which is the scarce resource in the modern corporate world, and community in particular as indicated in one of the discussions at the world economic forum Jan 2006 [8]. Finally, we have to improve our social baseline as it is a prelude to sustainable social and business innovation that induce economic progress. This paradigm provides a clear direction to the kind of researches, which are well positioned to set the pace of our socioeconomic progress and promoting democratic norms at the grass roots level in Pakistan.

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