**Healthcare law and regulations: A new perspective in healthcare marketing**

**Abstract**

Due to the HIPAA law, there has been a misconception which has led to most of the health care providers to use the medical records for the purpose of marketing. This is a negative move in the health care field because there is no need of health care providers to be afraid of employing communication methods for fear of violation of HIPAA law (Miller, 2009). For instance, health care providers can use email communication, use the medical records for marketing purposes without violating the HIPAA law. The only thing which should be of concern to the health care providers is ethics in the health care field and ensuring ethics during the marketing of health care services online. The health care providers have to ensure that they observe the patients’ needs as well as the way they might react to the use of the information in online marketing. Providers should be very sensitive when they use information considered by many of the patients as private information. It is important to ensure that the health care and the privacy of the patients are ensured. With this in mind, online marketing can be done without violating the HIPAA law.

**Introduction**

There have been agencies which the government has created in order to come up with laws and regulations which will be useful to the government in the process of carrying out public policy. It is important to note that health care is a very important aspect of life. The sense of people’s wellness is affected by public health. In the United States, it is important to note that there is the need of physicians to ensure that the laws and regulations governing health care are safeguarded. Physicians have to observe ethics governing the profession (Miller, 2009). The scope of the health care laws and regulations is very broad and this means that this complexity will overwhelm those working in this industry. It is of great importance for the employees working in this field to ensure that all regulations governing health care are observed.

While health care marketing is an important part of the health care provision, health care providers are cautious because of the fact that there are ethical issues which come up during the marketing of health care services. These issues should be dealt with because medical issues are very serious.

**Research Questions**

In this study, there are various research questions which will be looked at. This study will be focused on how laws and regulations have been affecting health care provision in the recent past. Notation will be made that there have been numerous regulations which have been governing the actions of health care providers. In this study, there will be various research questions. The research questions which will be looked at in this study include:

**Main Research Question**

1. Has health care improved with the implementation of new laws governing the actions of the providers?

**Sub Research Questions**

1. How have laws and regulations affected online marketing by health care providers?
2. Has mortality rate been reduced by the implementation of the health care laws and regulations?
3. Are regulations on occupational safety helping in the reduction of injuries or other illnesses in the workplace?

**Reason for pursuing the Project**

One of the most important things today is health. The provision of health care and the quality of health care is a very important aspect in the lives of every person in the society today. How health care providers act and the regulations governing the daily operations in the industry determine the well-being of the patients and all the stakeholders in the field of health care. Carrying out a study in this field is important for it helps in understanding how the health care laws and regulations are helping in improving health care. While there are many benefits of this study to different people, carrying out a study in health care laws and regulations will be of importance to me as an individual. At the moment, I am an employee and understanding the different laws and regulations governing the occupational safety is important (Miller, 2009). This is important because with the understanding of the safety standards of any workplace and the requirements will reduce the number of risks and hazards in the workplace. Also, understanding the laws will improve the employee awareness of workplace safety and the use of safety equipment.

Also, understanding the laws and regulations governing the health care field is an important part of my work. As a health care professional, it is important to understand all laws and regulations in order to act within the laws and regulations. It is important to note that all health care providers need to act ethically and within the laws set by the federal and the local government in the country. While working in the health care sector, it will be important to ensure that all the laws and regulations are observed to avoid issues which might come up as a result of not observing such laws.

**Benefits of the Research to Organizations**

This research is very important to the organizations in the field of health care. This is very important because through understanding all the laws and regulations governing health care as well as the occupational safety laws will help in ensuring that the organizations observe all the rules governing them. Whether the laws affect the employees or the patients visiting a health care facility, observation of all the laws is important because it helps in reducing cases of health care problems or mismanagement (Gregory & Radovinsky, 2012).

When organizations in the health care sector understand every law and regulation governing its operations, this helps in ensuring that the health care facility avoids issues or court cases which might emanate from poor handling of patients’ cases as well as patients’ private information. It is important to note that the information which is considered to be private by the patients is kept secure and shared only with the authorized people under the law. Poor handling of information can lead to court battles which can affect the organization adversely. To avoid the issues surrounding health care provision, there is the need to ensure that the regulations in health care are observed. Through this research, information which can help the organization to ensure that no unlawful actions or unethical actions are carried out within the organization will be available. Also, through the information gathered through this research, organizations can be able to learn about the different safety equipment as well as other tools to be used to ensure that the workplace is secure and that the risk of employees being injured during the process of working in the organization is minimized. This is important because it will help not only in reducing court battles but also in the process of reducing the expenses which are incurred in the process of taking care of injured employees as well as working.

**Collection of Information**

Permission has been granted to collect information. Collecting information in this study will employ the use of case study as well as the use of interviews and other observation methods. Collection of the information will be through different means, primarily, interviews and use of questionnaires will be used in the surveys. This will help in collecting primary data which will help in understanding how health care laws and regulations have helped in shaping health care as well as the operations of the organization (Gregory & Radovinsky, 2012). Collection of information will involve the use of some research from published materials. However, some information will be collected through interviews and surveys across different health care facilities and through observations. These will be helpful in gaining access to the information required to come up with a good conclusion about the research question as well as gaining better insights about the impact of laws and regulations governing the health care sector as well as the laws governing the occupational safety (Fao.org, 2016). This improves how organizations operate as well as the way patients’ information is shared.

**Skills**

In the process of completing this project, there are various skills which are very important. For example, information about statistics is very important as this will help in collecting data as well as its analysis. There are other essential skills which will help in the collection of data. Some of them include creativity, judgment, good communication skills, organization and persistence. These skills help in collecting data from different sources especially when carrying out interviews and surveys. Communication skills and persistence are very important when carrying out interviews. Basic knowledge of health care and the laws and regulations governing it is important in ensuring that the information collected is meaningful and is helpful in improving the health care sector in terms of operations. Health care code of ethics will also be important. It is important to note that the combination of these skills are essential in ensuring that the collection of data is done in the right manner and the collected data is helpful after it has been analyzed.

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